

Huesker- If you can't beat them join them!

by GNA Editor (6 May 2024)



Photo shows a new puncture in a recently repaired GSC groyne

Councils have slammed vandals targeting geotextile groynes installed to help protect beaches from coastal erosion.

These apparent acts of senseless vandalism have seen the geotextile sand container (GSC) groynes punctured repeatedly. Damage that is repaired from one incident is quickly repeated when vandals struck again just days later.

“Just last week, the City repaired a puncture to only have someone make a new hole right through the repaired spot.”

“Someone has purposely caused this damage and it shows a real lack of respect for the time and money the City invests to protect our beaches from erosion”.

“This unacceptable behaviour must stop or it will jeopardise the three new GSC groynes the City will be building along this Beach this financial year.”

Repair costs are relatively low, however, ongoing damage to the bags and the repairs compromise the ability of the groynes to withstand the harsh conditions at the Beach.

This phenomena is repeated globally so Huesker asked the question why? They found out that the geotextile sand container groynes make great fishing spots and that the x-cuts and holes made in the GSCs make great fishing rod holders.

Rather than try to prevent fisherman damaging the bags to accommodate their fishing rod, Huesker took the innovative approach of thinking outside the box and installed bespoke fishing rod holders into the geotextile sand container groynes. That way fisherman would use the pre-existing holders rather than damage the geotextile sand container groynes to make new ones.

And so far this approach has been working! It leads GNA to ask the question what next *in-situ* beer can and beer bottle holders?

Key Take Away Messages

- In the battle against coastal erosion, cities around the world have invested significant time and resources into implementing protective measures such as geotextile sand container groynes. These structures play a crucial role in safeguarding beaches, but they have unfortunately become the target of vandals seeking to create makeshift fishing spots. However, one company has taken a unique approach to tackle this issue head-on: Huesker.
- Recent incidents of vandalism targeting geotextile sand container groynes have raised concerns among councils and communities alike. Repeated punctures and damage not only compromise the effectiveness of these structures but also incur repair costs that strain municipal budgets. The disregard for the efforts invested in protecting beaches is disheartening, prompting calls for action to curb this destructive behavior.
- Upon investigating the root cause of this vandalism, Huesker made a surprising discovery: the groynes were inadvertently serving as popular fishing spots. Instead of condemning the fishermen for damaging the structures, Huesker recognized an opportunity to innovate. Rather than attempting to prevent further damage, they decided to integrate fishing rod holders directly into the geotextile sand container groynes.
- This ingenious solution not only addressed the problem at hand but also transformed vandalism into a constructive feature. By providing designated fishing rod holders, Huesker effectively redirected the behavior of fishermen away from damaging the groynes. The pre-installed holders offered a convenient and safe alternative, eliminating the need for further alterations to the structures.
- The success of Huesker's approach highlights the power of thinking outside the box when faced with challenges. Instead of resorting to traditional methods of deterrence, they embraced the opportunity to turn vandalism into an asset.

This proactive stance not only mitigates damage but also fosters a sense of collaboration between infrastructure providers and the communities they serve.

- As cities continue to grapple with environmental challenges, innovative solutions like Huesker's in-built fishing rod holders serve as a testament to the importance of adaptability and creativity. By addressing the underlying needs and behaviors driving vandalism, companies can not only protect their infrastructure but also enhance its functionality in unexpected ways.
- Looking ahead, the success of Huesker's approach begs the question: what other creative solutions can be implemented to address similar challenges? From in-situ beer can holders to integrated waste management solutions, the possibilities for turning vandalism into opportunity are virtually limitless. By embracing innovation and collaboration, we can transform acts of destruction into catalysts for positive change.
- In conclusion, Huesker's innovative approach to combating vandalism serves as a shining example of how adversity can be turned into opportunity. By understanding the motivations behind destructive behavior and responding with creativity and ingenuity, we can build stronger, more resilient communities for the future. It's a reminder that sometimes, if you can't beat them, joining them might just be the most effective solution of all.