



Christopher Woodward
Founder & Managing Director



Jeff Ong
Commercial Manager

GENERAL INDUSTRY FEEDBACK

WIKIFRAUDS enquiries have led us to this feedback from other associated parties who have been directly involved with Serene Industries Ltd and Christopher Woodward in both New Zealand and Australia since the 1980s.

They also universally “regret” their Woodward encounter and require that their names are withheld from having ever being associated with Woodward.

We note that their stories all share the same common thread.

Our collective discussions and findings would leave few surprised that Woodward / Serene Industries Ltd has ended up on WIKIFRAUDS.

1. From a former manager in New Zealand.

“I prefer not to contribute to these enquiries because I try not to think of the man at all.”

“I walked out on Woodward in March last year. He owed me a heap of money and I gave him 24 hours to pay or I was out of there.”

“After finishing I went on a 7 week holiday overseas and returned to take up another job with a very good company.”

“I am now back to enjoying life and I am just pleased to have that prick Woodward out of my hair.”

“I have moved on in life but I still think Woodward is not only a prick but an idiot as well. He is a born liar and clearly has a memory that quickly changes to suit the circumstances of the day.”

2. From a former sales agent in Australia.

“Since departing Serene we have been watching these developments with interest but we no longer receive any Serene warranty claims, thank goodness!”

3. From a former sales representative in New Zealand.

"As discussed please leave my name out with any Serene public notice or with energy safety people. I worked in sales for Serene Industries and I was employed by Christopher Woodward."

"Finally, I just terminated my contract and walked out as everything about Woodward is trouble."

"Woodward is always in a bitter feud with everyone in his business - Serene products are problematic - the compliances are left to expire - there have been fire incidents with fan heaters - Woodward frequently disputes warranty claims – my commissions were always paid late – my expenses were continually disputed or not paid at all - basically Woodward expects everyone else to bankroll his business."

"Woodward biggest problem is that he is a complete know-all, can't tell him anything, everything is his way or the highway."

"He is an absolute authority on the New Zealand market – yet he doesn't even live in New Zealand and infrequently comes here."

"Because he does not listen to or respect any of his staff, I don't know even know why he bothers employing people."

"However typical of a person like Woodward, when it suits him he is very quick to take your new initiative that works and proudly claim it as his own."

4. Extracted from a conversation with an engineer who was involved with Christopher Woodward manufacturing fan heaters in New Zealand in the 1980s.

"As far as I remember Woodward was living in Hong Kong and was selling to the UK and as well as for other manufacturers."

*"I am not surprised at all to hear that there are difficulties with Woodward. I well remember he was a pure salesman that believed his own bullsh*t."*

"Half Woodward's problem is that he has no electrical or technical training or experience."

"We didn't have him anywhere near our design or production so basically he couldn't stuff it up."

"A few years ago Woodward tried to sue the people that own Goldair. He claimed that he originally created all the original Goldair designs and that they were all his."

"As soon as the original Goldair people from 1980s were called as expert witnesses in court Woodward disappeared again."

"I heard that SKOPE completely closed their heating division overnight some years ago around the same time that Woodward was involved as a major aftermarket heater supplier to them. I wouldn't at all be surprised if Woodward's involvement was the catalyst of Skope's decision to just close their heating division after 50 years in the business"

5. From an experienced operator in Australia and New Zealand electrical industry.

"I remember a phone discussion with Woodward recently out of the blue, he had invented some nonsense claim that our business was using his IP but we quickly shut that down as it was a nonsense he was simply trying on."

"We have absolutely no interest whatsoever in being involved in anything under Christopher Woodward. The man is a cowboy and anyone involved with him is backing the wrong horse."

6. From a technical consultant to the electrical appliance industry in Australia and New Zealand.

"Serene Australia is just one in an otherwise long line of people that Woodward has shafted for big money."

"Woodward is a real dodgy bugger, I refuse to have anything to do with the man – he is a class A prick."

"Woodward's antics sent a mate of mine broke. I came across him at a trade show in HK and had it out with him, Woodward tried to threaten me!"

7. From an engineering veteran of the electrical manufacturing industry.

"I well remember Woodward, he was involved with our heater manufacturing and sales in the 1980s".

"The kindest I can describe the man is a cowboy in a suit. Fundamentally Woodward had no technical, trade or electrical training or experience and he was always prepared to compromise safety."

"I always suspected Woodward as a fraud/impostor – everything with Woodward was uphill with a headwind – he was an inveterate bullshitter.

"Back then the man always looked and sounded immaculate, but when it got down to business – everything he did was problematic and what he said was fraught with bullshit.

"Any assurance from Woodward was absolutely worthless, he would never take responsibility for his business and when there was inevitably large issue with his products he was last seen heading for the jungle.

"At my recommendation our CEO sacked Woodward on the spot in 1993. What he was doing for us we could do much faster and better ourselves and without the nonsense."

"Soon after we got rid of him we were notified by the OA office that Woodward had filed bankruptcy in New Zealand.

"Please tell those people that you are assisting;

That if they are having any difficulties at all with Woodward, then they need to get out of his business immediately and at whatever the cost.

Technically the man is dangerous and is an accident waiting to happen – if he is now in charge of manufacturing electric products, then people will end up being killed.

Any assurance from Woodward is worthless, and any existing difficulties that they are experiencing will only get worse.

"Woodward cost our company a lot of money in the 1990s, and the man will completely ruin any SME operator that has any financial exposure with him".

8. From a the CEO of a global tier 1 electrical heater manufacturer – who was also involved with Serene Industries Australian operations being investigated here.

"On paper the Serene business is fantastic, since 2012 Woodward has somehow acquired the rights to the 'Mercedes Benz' of heater brands coming from an impeccable 50 year tier one quality legacy that we knew very well and they had numerous reseller merchants in all states since the 1970s."

"In reality, my experience with Woodward would rank easily the worst that I have personally experienced in 55 years of international business, including in the heating appliance industry and running both private and publicly listed companies.

"Fundamentally Serene and Woodward barely fits the definition of a business or investment as he had pitched. I cannot think a single redeeming feature of Woodward and Serene Industries - just an endless daily trail of angry, toxic, deceitful nonsense all with no purpose or result – all represented publicly by bad products, angry customers and now WIKIFRAUDS."

"Woodward's lies and deceit change every day and overlap, his denials and litigious claims being without any basis - and that are in response to investigations launched into Serene Industries - that Woodward actually triggered himself."

"Aside from Woodward's fraudulent releases that drives these customer complaints ending up on WIKIFRAUDS;

- His Australian market strategy is completely flawed and outdated.

- Most of Serene's products are poorly suited for Australia.

- Then his product quality is crap, I mean it is absolute shite - the worst quality and safety standards that I have ever experienced in 55 years. How this crap even makes it into cartons at the factory with the expectation that anyone would buy it is completely beyond me.

- Then on top of all that the safety compliances are frequently left to expire, legally Serene shouldn't even be trading.

- Whilst the warranty assurances are now absolutely ridiculous by industry standards (up to 20 years) – all the while the actual Serene warranty support is zero.”

“Couldn't make this up, the truth is stranger than fiction.”

“It all just gets mixed up into a potpourri narrative that has no logic, no plan and most certainly nothing is ever thought through – the whole show is a complete nonsense – just unworkable, un-investable, uninsurable, toxic madness.”

“Serene Industries / Christopher Woodward's core issues are four-fold;”

Firstly, Woodward is devious and deceitful by nature, a one man show, an imposter, a swindler, a bigoted know-all who won't take advice or listen to his senior managers and customers.

Secondly, Woodward is technically inept, a pure salesman with no electrical or technical trade based training or skills. When it comes to the electrical wiring and safety regulations, Woodward simply hasn't a clue. In any other manufacturing business, the technical expertise is normally right at the very top of the business.”

“Woodward would instead wield threats of license termination if you insisted on any safety improvements.”

Thirdly, Woodward has no proper corporate governance to regulate his reckless behaviour. This includes respecting or even understanding the legal and statutory obligations and responsibilities to his shareholders and licensees.”

“Despite Woodward's public image that Serene is an international brand in 3 countries - akin to a public company - the total governance is just Woodward, a one-man band accountable only to himself. Serene Industries is just Woodward running a shonky heater business his way, always using other people's money, all with no proper governance or management systems.”

Fourthly, Woodward completely underestimates the internet in 2020. His deceit and reckless antics are so easily and quickly cross checked and proven fictitious via public and company records.”

“Woodward has now forged such a trail of deceit and earned such a poor reputation that it would be impossible to reverse or defend - such is the overwhelming amount of prior Australian business history that contradicts everything he says.”

9. From the principal of Serene Australia e-commerce reseller Heatco Australia Pty Ltd.

“Heatco was established as an independent exclusive digital reseller of heating products in Australia and New Zealand, authorised under a standard Serene Australia reseller trade agreement.”

“Heatco and Serene operations were always run completely separate - Heatco was just one of many of Serene customers in Australia - and Serene was just one of many heating orientated brands that Heatco sold.”

“Heatco continued to operate as a reseller of Serene products after Serene Australia terminated their association with Serene Industries in 2017 – however this was only to run out the remaining Serene stocks that we had already purchased.

“This nonsense that we read about Christopher Woodward / Jeff Ong (Wong) claiming that Serene Industries Ltd has never been involved with Serene products in Australia is just that – utter nonsense. Just typical Woodward hiding behind pure poetic licence and semantics based on a myriad of loose skewed fact and half-truths only to suit himself.”

“This Woodward is actually just an unhinged nutcase - this charade and potpourri of utter madness illustrates precisely how Woodward is unable to keep track of his own web of lies and deceit, as well as the fact that his hypocrisy defies belief;”

“Firstly, he recommends to all Australian customers that any online based Serene product sales - are via the “murky, grey and dark web” - and this only brings Serene brand into disrepute – and these dodgy online sales need to be stamped out.”

“Then in the next breath.....Woodward and Ong proudly announce to the same customers that Serene Industries has launched the Serene business/products online in Australia.”

“Secondly, Woodward declines all warranty claims and recommends that the customer should report their illegal and dangerous counterfeit Serene products to both the Safety Regulator and the Small Claims Court.”

“Then.....Woodward proceeds with formal litigation against the Directors of Serene Australia and Heatco Australia for damages and defamation - as a result of Serene products being reported to the Safety Regulator, Small claims court and the various Consumer advocacies.....when it was actually Woodward’s own recommendations to customers that triggered these reports.”