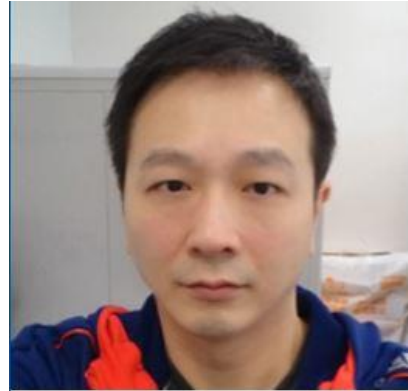




Christopher Woodward  
Founder & Managing Director



Jeff Ong  
Commercial Manager

## **THE FRAUD, LIES AND DECEIT orchestrated by Woodward / Ong;**

**This is the reality of the Australian business that they claim never existed prior to 2021;**

**As they say a picture says 1000 words...**

- **The business that they have actually had operating in Australia since 2014.**
- **Behind their preposterous claims that Serene Australia was an infiltration by illegal rouge dark web cyber criminals.**
- **That they managed to have these rouge operators shut down and prosecuted by the Government.**

---

### **OF SIGNIFICANCE**

With all of the images and information included herein - one of the most striking and obvious questions that remains unanswered by Mr Woodward / Mr Ong;

*"If in fact the whole of Serene Australia prior to 2021 was as they insist - just an illegal scam and infiltration by cyber criminals / imposters that were peddling dangerous, illegal and counterfeit Serene products.....*

*.....then it really is astonishing why since 2014, neither Woodward or Ong have raised a single complaint with either ASIC – ACCC - Consumer.org - the Australian product Safety Regulator - or the Police."*

*"Especially considering the number of parties that were directly connected to their Australian operation, including several that reported directly to Woodward including;*

*ASIC – ATO – ANZ Bank - Mainfreight – Telstra – Australian safety regulator – AU Customs – TAS University.*

*As well as nearly every electrical and plumbing outlet across Australia (circa 800x) – including five agents and one national ecommerce reseller.*

Firstly, here is the ASIC record for Woodward's Australian company registered in 2015.

A P/L company bearing the Serene name - and that has Christopher James Woodward and the Serene Industries head office registered as a founding shareholder.



Australian Company

SERENE HEATING AUSTRALIA PTY LTD  
ACN 605 789 197

Extracted from ASIC's database at AEST 10:36:35 on 21/08/2020

Company Summary	
Name:	SERENE HEATING AUSTRALIA PTY LTD
ACN:	605 789 197
ABN:	11 605 789 197
Registration Date:	12/05/2015
Next Review Date:	12/05/2020

#### Company share structure

Share class	Share description	Number issued	Total amount paid	Total amount unpaid
ORD	ORDINARY	1000	0.00	1000.00

#### Members

WOODWARD, CHRISTOPHER JAMES	SUITE 1010, 10TH FLOOR, BLOCK A, ALEXANDER INDUSTRIAL BUILDING, 27 WING HONG STREET, CHEUNG SHA WAN, HONG KONG		
Share class	Total number held	Fully paid	Beneficially held
ORD	100	Yes	Yes

#### Document history

These are the documents most recently received by ASIC from this organisation.

Received	Number	FormDescription	Status
24-12-2015	7E7587828484	CHANGE TO COMPANY DETAILS	Processed and imaged
24-12-2015	7E7587807484	CHANGE TO COMPANY DETAILS	Processed and imaged
15-12-2015	7E7560386484	CHANGE TO COMPANY DETAILS	Processed and imaged

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Copyright 2003 Australian Securities & Investments Commission.

<https://www.edge.asic.gov.au/004/comportal?update/requestViewCompany/s=589a5...> 24/12/2015

2. This is a photo that we took of Woodward in Hong Kong, October 2015 - on the same day we signed the Serene Australia license."

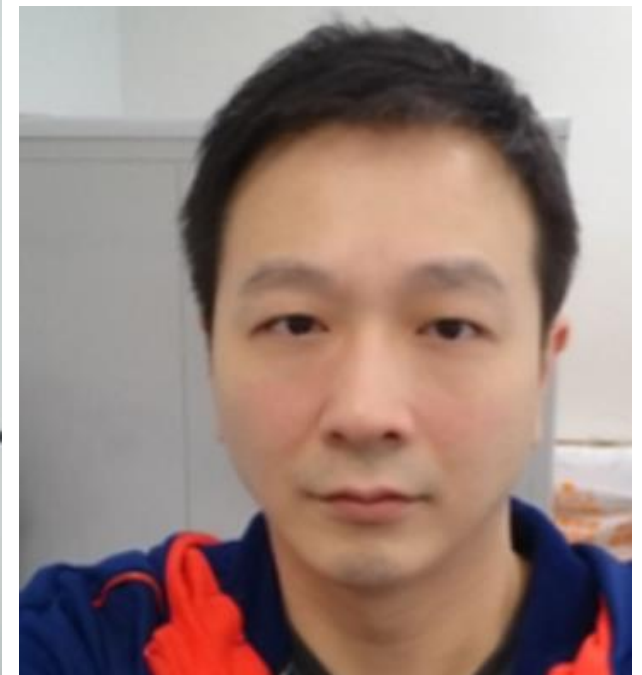
"From this very photo all the warning signs of Woodward's instability, vitriol, irrational behaviour, deceitful tendencies and toxic company culture were all there."  
"We still bitterly regret not pulling the pin on the deal the very next day."



Christopher Woodward  
Founder & Managing Director

3. As for Jeff Ong's persistent claims that Serene Industries has never even heard of us, nor has it had a business in Australia prior to 2021.....

This photo we took of Jeff Ong in December 2015, whilst he proudly hosted us on a factory inspection – all this was at the behest of Woodward.



4. This is the main Serene product catalogue that we had made for the 2016 season – modelled on the New Zealand catalogue. Ironically it was supplied and is EVEN SIGNED! by Woodward. Thousands of these were supplied as every agent and reseller outlet used it.



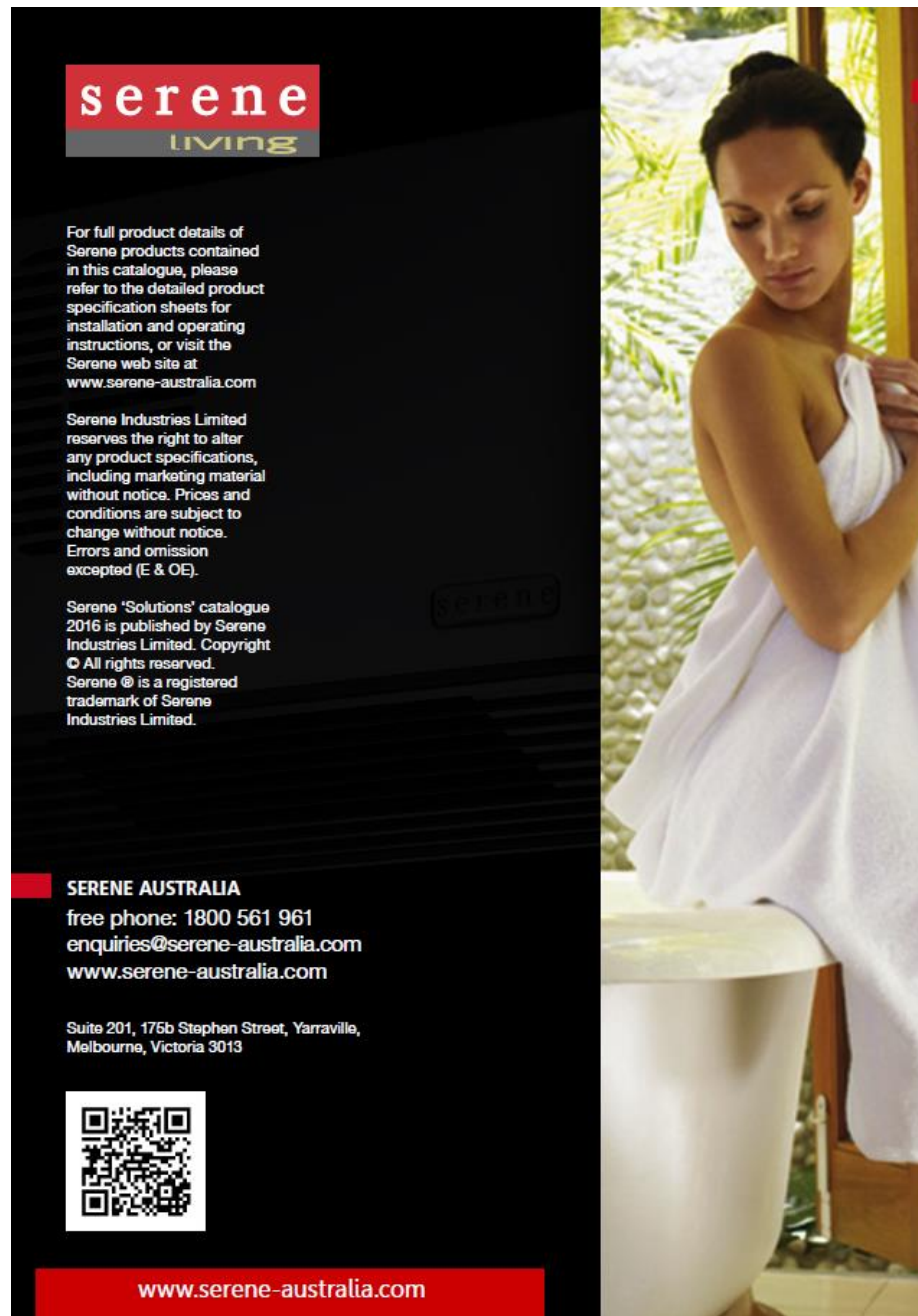
The cover of the Serene Living 2016 Australian Heating Solutions catalogue features a photograph of a bathroom with a white sink and a window looking out onto lush greenery. A silver towel rail is mounted on the wall. The Serene Living logo is in the top left corner. A list of product categories is in the center, and the title '2016 AUSTRALIAN Heating Solutions' is at the bottom. The website address is at the very bottom.

serene  
living

Towel Rails  
Space Heating  
Heating Panels  
Bathroom Heating  
Style & Home

2016  
AUSTRALIAN  
Heating Solutions

www.serene-australia.com



The back cover of the Serene Living 2016 Australian Heating Solutions catalogue features a photograph of a woman wrapped in a white towel, standing in a bathroom. The Serene Living logo is in the top left corner. A block of text provides contact information and a QR code. The website address is at the bottom.

serene  
living


For full product details of Serene products contained in this catalogue, please refer to the detailed product specification sheets for installation and operating instructions, or visit the Serene web site at [www.serene-australia.com](http://www.serene-australia.com)

Serene Industries Limited reserves the right to alter any product specifications, including marketing material without notice. Prices and conditions are subject to change without notice. Errors and omission excepted (E & OE).

Serene 'Solutions' catalogue 2016 is published by Serene Industries Limited. Copyright © All rights reserved. Serene ® is a registered trademark of Serene Industries Limited.

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free phone: 1800 561 961  
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[www.serene-australia.com](http://www.serene-australia.com)

Suite 201, 176b Stephen Street, Yarraville,  
Melbourne, Victoria 3013



www.serene-australia.com



**serene**  
LIVING

## SOLUTIONS MORE THAN JUST PRODUCTS...

Our mission is to set a new and higher standard of quality, function and design for home and business heating that fully realises the modern ideal of an easy time-saving and environmentally aware lifestyle.

This is the very essence of Serene Living and our team's commitment since 1967 in producing efficient and reliable heating and home products of superior quality.

Every Serene product is engineered to last and can be depended on to deliver efficient warmth and comfort to your home or business for many years.

More than just products.

**Christopher Woodward**  
Managing Director, Serene Industries Limited

5. Here are two master documents for Australia;

(a) The Master License Agreement signed by Woodward in October 2015 for SIL authorising Serene Heating Australia P/L to operate his Australian business.

(b) The standard trade agreement for any Australian reseller to represent Serene products for Serene Australia (this one for Heatco Australia P/L)



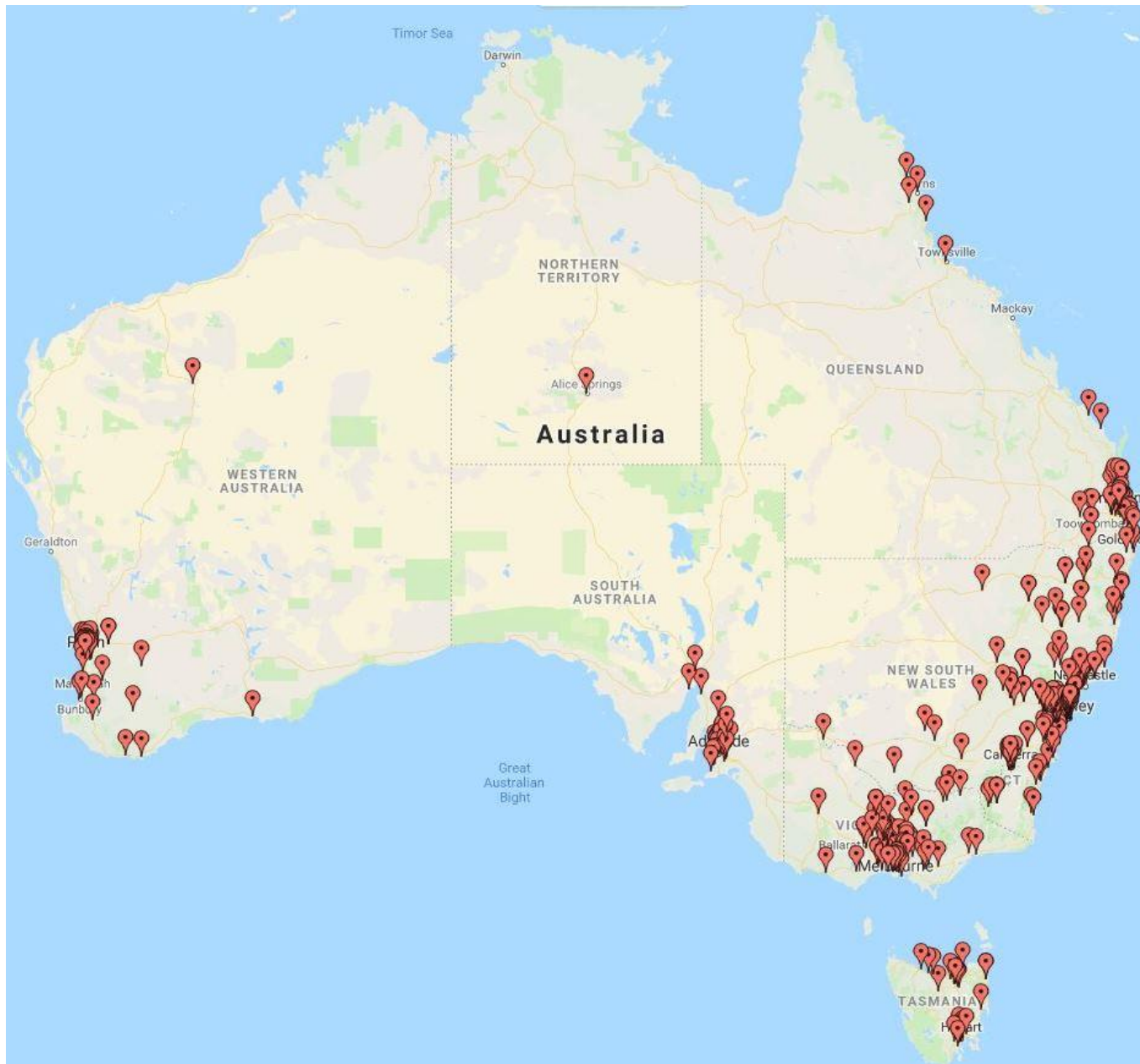
6. Here is the Serene Australia managed warehouse / despatch operations, based in Melbourne since 2015, that Woodward says he has never heard of.





7. Here is a map of all the Serene Heating Australia P/L customers that have received Serene product since early 2016.

This marks every Serene Australia customer, for products that were shipped direct to Australia by Serene Industries Ltd. There are over 1000 Serene customer pins on the map, representing many more individual products sold.



8. Here is a standard product certification for Serene products. This one dated 2012 when Serene Industries first started.

Despite Woodward/Ong claiming that no Serene products were ever made compliant for Australia, ironically this and every other certification was issued by an Australian provider, for Australian use as it covers the Australian safety standards. (Because AU standards are more or less the same as New Zealand).



Here is another Serene certification for their wall mounted heaters.  
 Same story, issued by an Australian provider, for Australian use as it includes the Australian safety standards almost by default.



# Certificate of Conformity

Global-Mark Pty. Ltd., certify the electrical equipment described hereunder complies with standards listed herein and authorises the certificate holder to affix the mentioned mark to products of the same type or the Regulatory Compliance Mark (RCM) provided that the requirements of all relevant parts of AS/NZS 4417 applicable to the articles are fulfilled. In placing the authorised mark on the product, the certificate holder makes a declaration of compliance with the certification standard(s) and confirms that the product is identical to the product certified herein.

CERTIFICATION AND CERTIFICATE HOLDER DETAILS

<b>Company Name</b>	Serene Industries Limited		
<b>Address</b>	FLAT 1014, 10/F, BLOCK A, ALEXANDRA INDUSTRIAL BUILDING 62 KING LAM STREET CHEUNG SHAN WAN - KOWLOON Hong Kong		
<b>Client ID</b>	08266		
<b>Certification and Authorised Mark Number</b>	GMA-102466-FA-003	<b>Version Number</b>	00
<b>Certification Standard(s)</b>	AS/NZS 4417:2009 including A1 - 2 Household and similar electrical appliances - Safety - Particular requirements for room heaters (IEC 60311-2-30 Ed 4.2, 300D)		
<b>Type of Certification</b>	Electrical Safety Product	System 1 Approval	

CERTIFICATE DATES

<b>Certificate Issue Date</b>	11/02/2013
<b>Certificate Last Update Date</b>	
<b>Certification Expiry Date</b>	11/02/2016

This certification remains valid until the above assessment expiry date and subject to the organisation's continued compliance with the certification standard, and Global Mark's Terms and Conditions. This Certificate of Conformity remains the property of Global Mark Pty Ltd, Company Number: AOC 330-001-434. The use of the GlobalMark Mark indicates accreditation for the Joint Accreditation System of Australia and New Zealand in respect to those activities covered by JAS-ANZ accreditation. Refer to [www.jas-anz.org](http://www.jas-anz.org) for verification.



**Certification Manager**  
*Janet*



Global Mark Pty Ltd, Copyright 2013. 401, 30 Duff Street, North Sydney NSW 2152, Australia  
GlobalMark.com.au



Covered Electrical Equipment				
Detailed Article	Product Description	Trade Name	Model Number	Rating
Room heater	Room heater	Serene	12101	1750 240 V ~ 24/24 Hz, 1000 2300 W
Room heater	Room heater	Serene	12102	1750 240 V ~ 24/24 Hz, 1000 2300 W
Room heater	Room heater	Serene	12103	1750 240 V ~ 24/24 Hz, 1000 2300 W
Room heater	Room heater	Serene	12104	1750 240 V ~ 24/24 Hz, 1000 2300 W


HIGH AND TRADEMARK (S)

COMMENTS OR CONDITIONS ON THE CERTIFICATION

End of document

9. Here is a standard shipping doc that all Serene Industries product coming into Australia required. This one dated right back to 2016.

Noting what was standard for all documents; > The sender is Serene Industries Ltd > Receiver is Serene Australia > The product is shipped direct into Melbourne Australia.  
> AND they even include Jeff Ong's signature.



**SERENE INDUSTRIES LIMITED**  
Flat 1010, 10/F, Block A,  
Alexandra Industrial Building  
62 King Lam Street, Cheung Sha Wan,  
Kowloon, Hong Kong

**PACKING DECLARATION**

Vessel Name: OOCL DUBAI Voyage Number: 084S

Consignment identifier or numerical link: SHMEL2248082

**PROHIBITED PACKAGING MATERIAL STATEMENT**  
(Prohibited packaging material such as straw, bamboo, peat, hay, chaff, used fruit & vegetable cartons)

Q1 Have prohibited packaging materials or bamboo products been used as packaging or dunnage in the consignment covered by this document?  
A1 YES  NO

**TIMBER PACKAGING/DUNNAGE STATEMENT**  
(Timber packaging/dunnage includes: crates, cases, pallets, skids, and any other timber used as a shipping)

Q2a Has solid timber packaging/dunnage been used in consignments covered by this document?  
A2a YES  NO

**TREATMENT CERTIFICATION (ONLY IF TIMBER/DUNNAGE IS DECLARED IN QUESTION 2)**

Q3 All timber packaging/dunnage used in the consignment has been (Please indicate below)

Treated and Marked in compliance with ISPM 15

Or  
Treated in compliance with DAFF Treatment Requirements   
(With accompanying Treatment Certificate)

Or  
Not Treated


**CONTAINER CLEANLINESS STATEMENT (for FCL/X consignments only - statement to be removed from document when not relevant)**

The container(s) covered by this document has/have been cleaned and is/are free from material of animal plant origin and is/are

Signed: *Jeff Ong* Printed name: JEFF ONG  
(Company Representative)

Date of issue: 25/06/2016  
(DD/MM/YYYY)

Tel: +852 2325 3209 Fax: +852 2325 3186  
www.serene-ind.co info@serene-ind.co



**(MULTIMODAL) BILL OF LADING**  
*Mainfreight, Inc.*  
(OTI LIC. # 021635)

SHIPPER/EXPORTER SERENE INDUSTRIES LIMITED FLAT 1010, 10/F, BLOCK A, ALEXANDRA INDUSTRIAL BUILDING 62 KING LAM STREET, CHEUNG SHA WAN, KLN, HONG KONG		BOOKING NUMBER S02248082	DOCUMENT NUMBER SHMEL2248082
CONSIGNEE T/A SERENE AUSTRALIA SUITE 201/175B STEPHEN STREET YARRAVILLE VIC 3013 AUSTRALIA P:+61 3 8354 4133		EXPORT REFERENCES S/O:	
NOTIFY PARTY SAME AS CONSIGNEE		FORWARDING AGENT	
PLACE OF RECEIPT SHANGHAI, CHINA EXPORTING CARRIER VESSEL: OOCL DUBAI / 084S		DELIVERY / DESTINATION AGENT MAINFREIGHT INTERNATIONAL PTY LTD 154 MELROSE DRIVE TULLAMARTINE VIC 3043 AUSTRALIA Phone: +61 3 9330 6000 / Fax: +61 3 9330 6995	
PLACE OF DELIVERY / FINAL DESTINATION MELBOURNE, AUSTRALIA		EXPRESS	
PORT OF LOADING SHANGHAI, CHINA	PORT OF DISCHARGE MELBOURNE, AUSTRALIA	EXPRESS BILL OF LADING	

PARTICULARS FURNISHED BY SHIPPER

MARKS AND NUMBERS	NO. OF PKGS.	DESCRIPTION OF PACKAGE AND GOODS	GROSS WEIGHT	MEASUREMENTS
N/M	13	Carton(s) INFRARED HEATER HEATER STAND	110.000 KG	1.560 M3
Container Seals CXDU1328187 2130909	Type 20GP	Weight(KG) 110.000	Volume(M3) 1.560	Packages 13 CTN
				Mode CFS/CFS

CONSOL: C01020946 INCOTERM: EXW SHIPPED ON BOARD: 16-Jun-16 00:00

APPLICABLE TERMS; LIMITATION OF LIABILITY: It is agreed the goods declared herein are accepted in apparent external good order and condition for carriage (except as noted) STRICTLY SUBJECT TO THE TERMS OF CARRIAGE ON THE REVERSE HEREOF AND ALSO AVAILABLE AT [HTTP://WWW.MAINFREIGHT.COM/FILES/DOWNLOADS/US/HBL-Reverse\\_October\\_2014.pdf](http://www.mainfreight.com/Files/Downloads/US/HBL-Reverse_October_2014.pdf) which the shipper warrants it has received and reviewed and to which the shipper agrees to be bound. Carrier's liability is limited in accordance with clause 9.1. The shipper may increase carrier's liability by declaring a higher value for carriage and paying a supplemental charge, as set forth at clause 9.5. This bill of lading is non-negotiable unless consigned "To Order." The particulars of the goods as stated by the shipper and the weight, measure, quantity, condition, contents and value of the goods are unknown to the carrier.

DECLARED VALUE: US\$ NVD (No Value Declared) PER PACKAGE / KILOGRAM / OR ENTIRE SHIPMENT (Circle One)

IN WITNESS WHEREOF zero (0) original bills of Lading have been signed, not otherwise stated above, one of which being accomplished the others shall be void.	CHARGES (subject to correction)	PREPAID	COLLECT
--	---------------------------------	---------	---------

ISSUED AT SHANGHAI, CHINA ON 16-Jun-2016 [DATE]  
BY: MAINFREIGHT INTERNATIONAL LOGISTICS (SHANGHAI) COMPANY  
LIMITED AS AGENT FOR AND ON BEHALF OF THE CARRIER MAINFREIGHT, INC.

10. Here are photos of the various Serene Industries Ltd product cartons – taken between 2015 and 2018. Without exception every Serene product has the Australian office details included.



## 11. More supporting information

These are screen shots of the various Serene catalogues for 2014, 2015, 2019 as are still published (2023) on Serene Industries website [www.serene-ind.com](http://www.serene-ind.com).

“Without exception every single one includes the Serene Australian office details.”

New 2015 Solutions - Serene Living

serene-ind.com/catalogues/new-2015-solutions/

Apps

**serene**  
living

About us Products Catalogues Support Contact


### New 2015 Solutions

Introducing our New Products for the year 2015 by Serene Living.

← catalogues

- Powered by 1\*3V CR 2032 lithium battery included

available Now



approved dealer / agent

**NEW ZEALAND**  
t: +64 (3) 344 5550  
f: 0800 437 264  
e: nzenquiry@serene-ind.com  
w: www.serene-ind.com

**AUSTRALIA**  
e: auenquiry@serene-ind.com  
w: www.serene-ind.com

**HONG KONG**  
t: +852 2325 3210  
f: +852 2325 3166  
e: info@serene-ind.com  
w: www.serene-ind.com

### Products Featured

- Parisian LED Mirror (S4022)
- Venice Folded Rack (FTRS-FTRC)
- Digital Scales (S4011)

Like 0

Tweet

# Solutions Home & Bathrooms – 2014

Solutions more than just products!  
Home & Bathroom Heating Solutions by Serene Living.

← catalogues

Serene® is a registered trademark of Serene Industries Limited.

**NEW ZEALAND**  
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w: www.serene-ind.com

**AUSTRALIA**  
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w: www.serene-ind.com



oved dealer / agent



## Products Featured

- Roma (S2044)
- Optima (S2055)
- All Metal (S2088)

## Discontinued

- S2077
- S2066
- Premier (S2022)
- Premier (S2023)
- Elite (S2067)
- SLTR5/7/9/11
- LTRS4352
- LTRS7960
- LTRS7946

Like 0

Tweet

Powered by issuu

Publish for Free

# 2019 New Products Catalogue

New Dimensions in Home Heating.

Presenting our latest products, Sirio, Sciolto, Tesoro, Serenity and Fresco.

← catalogues

## Products Featured

- [Sirio \(S2028\)](#)
- [Sirio \(S2029\)](#)
- [Sciolto \(S2059\)](#)
- [Tesoro \(S2033\)](#)
- [Serenity \(S2020\)](#)
- [Serenity \(S2021\)](#)

👍 Like 0

🐦 Tweet





## Bathroom Heating Solutions

Solutions more than just products!

Bathroom Heating Solutions for 2019 by Serene Living.



### Products Featured

- [Classic \(S2068\)](#)
- [Chateaux \(S2078\)](#)
- [All Metal \(S2088\)](#)
- [Roma \(S2044\)](#)
- [Tesoro \(S2033\)](#)
- [Sirio \(S2028\)](#)
- [Sirio \(S2029\)](#)
- [Sciolto \(S2059\)](#)
- [Simplice Rail 5bars \(CC5\)](#)
- [Simplice Rail 7bars \(CC7\)](#)
- [Parisian \(S4022\)](#)



These are screen shots of the various Serene product instruction manuals published by Serene Industries [www.serene-ind.com](http://www.serene-ind.com) since 2014.

“Without exception every manual also includes the Serene Australia office details.”

Quality Product Support - Serene x PowerPoint Presentation x +

serene-ind.com/wp-content/uploads/2019/02/52044-Roma-IM\_Serene\_20160810.pdf

Apps

PowerPoint Presentation 6 / 6 100%

Height: 430mm  
Width: 270mm  
Depth: 135mm  
Weight: 3.0 kg

**Electrical**

Wattage: 2000-2200 Watts  
Supply: 230-240 Volts a.c. 50 Hz.  
Wiring: Permanent connection. Double Insulated - no earth required.  
Ingress Protection Rating: IP24

**Contacts:**

HONG KONG  
Head Office - Serene Industries Limited  
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w: [www.serene-australia.com](http://www.serene-australia.com)  
Suite 201 / 175B Stephen Street, Yarraville  
Melbourne VIC 3013

S2022-S2023-Premier-IMdiscontinued\_Serene\_20160314.pdf 12 / 12 75%

9

10

11

12

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Melbourne VIC 3013

## 12. Additional testimony from ground zero, October 2017.

My name is Anna and my dad is the person described here as the largest know victim of Serene. I remember he started in the Serene business in Australia in 2015.

Whilst I know a lot about the Serene business, my dad has never mentioned Wikifrauds to me and I found this story by accident on Google looking up Serene. I know the Serene story well and I have seen the damage of working with Christopher Woodward first hand, through my father.

I have read on here the claims that Serene never existed in Australia and Christopher Woodward says he has never heard of my dad. I am like WTF? I remember my dad being asked to fly to Hong Kong to sign Serene with Christopher Woodward in late 2015. I also remember helping my dad set up the Serene office in Melbourne during Christmas 2015, and the Serene business is all my dad did during 2016 and 2017.

I saw the faulty products first hand at the Mainfreight building in Melbourne in October 2017. My dad asked me to help him with a quality check of all Serene products and my dad flew me over from New Zealand, I was then 13 years old.

I remember my dad suddenly became very concerned about why all the customers were sending their products back because of quality and compliance, so he ordered a full check of every product in the Mainfreight warehouse. He took every pallet off the shelves, and opened every carton and he checked every heater inside for himself.

For 5 days, we spent 12 hours a day quality checking all the boxes and plugging in every heater. There were hundreds of pallets, many more hundreds of cartons and products, there was stuff everywhere. It was a massive job including for the people at Mainfreight but they were really good about it and could see we had a big problem.

From the minute I saw the first boxes being opened, I knew that this was bad. The look on my dad's face said it all. Even at 13yo I could tell the Serene products had a lot wrong with them. By the end of the Mainfreight job they were a nightmare.

My dad had prepared a pile of reds tickers saying QC 2<sup>nd</sup> GRADE and he asked me to make an separate area for the good products and another for the bad products. But when we finished there was nothing sitting in the good area and every single Serene box had a red sticker on it.

The products that I saw was so shocking, even for 13 yo I have never seen such s\*\*t quality product, and I could not understand how they even got through the factory before being sent to Australia.

There were bent towel rails, power LED lights glued in and hanging by a thread, twisted mounts, parts missing, pieces broken off, almost everything had dents and scratches all over it. Then there were other heater products that looked nice, but they just didn't work when we plugged them in. There were heaters that made the loudest banging noises as soon as they were plugged in.

Then there was another group of returned heater cartons that customers had written in big red writing NO SAFETY COMPLIANCE – ILLEGAL.

I remember my dad asking Christopher Woodward to come urgently and have a look at these products himself. But he never came, even when my dad even offered to pay for his plane tickets. I think CW then just stopped answering all calls from my dad and he never spoke with my dad again.

We repackaged everything up and I remember my dad said that everything was useless and would have to be turned into scrap metal. After the long hours and days we were at Mainfreight it was the biggest relief to get it out of our sight and never have to see this product again. However one thing I also realised, was that that this was the end of the Serene business for my dad.

When we finished at Mainfreight I thought that would be the end of it but I was wrong, the customer complaints and returns of Serene products that my dad had to answer early every week since, just keep coming and wouldn't stop, and 6 years later the warranty claims still don't stop.

This man Christopher Woodward has so far caused 7 years of grief for my dad. Working in business with him for 2 years that was stressful enough, but then the Mainfreight job and a further 6 years of warranty claims.

Christopher Woodward is like a modern-day con artist. I have watched TV documentaries on people just like him. As someone seeing the damaging effects of what Christopher Woodward does, all I can say is NEVER, EVER do business with him.

I read that Christopher Woodward has actually told everyone that Serene has never had a business in Australia and the products were never supplied by him and were never even made for Australia. Seeing this I am like W-T-A-F ?

Also I read Christopher Woodward claims that my dad was an illegal internet scammer that has already been shut down by the authorities.....O-M-F-G are you actually for real ? what a load of absolute BULLSHIT !

What Christopher Woodward should do is ADMIT he is in the wrong, and fix the products that HE made and supplied and pay all the warranty refunds. Then he should apologise to all those customers that he has told lies to as well as my father.

Christopher Woodward, my dad is the absolute wrong person that you could choose to screw over like this. I know that until he gets his money back, and if it takes him until the end of your days, my dad will be chasing you. But I think by now you will have already realised that.

I am now nearly 19 years old, and my dad taught me respect, but Mr Woodward you are a COMPLETE F\*\*CKING ARSEHOLE and I have none for you, only because I have seen your complete bullshit with my own eyes.

Christopher Woodward say all you like but HERE ARE MY PHOTOS that I took in October 2017 of YOUR products that YOU sent to Australia that you say never happened before 2020.

Just look at the shit products, all of them, not a single one of them is any good for anything. And you call yourself an industry expert....I am speechless! Considering the grief you cause so many people, you should be in jail.

You're welcome!  
Anna











































