

ADAM WOOLER
CURRICULUM VITAE



Executive summary

Has extensive experience in leadership and management at a strategic level within a large organisation, including Chief Executive Officer of a national life saving charity, Head of Department of one of the largest charities in the UK and several senior executive roles for a lifesaving charity in New Zealand. Confident in detailed financial and budget management, as well as managing change.

Is highly proficient in planning, delivering and measuring effectiveness of organisational strategy within a high-pressure environment. Experienced in reporting to a Board of Charitable Trustees and maintaining high levels of self-motivation and self-management to achieve work objectives, including evaluating an organisations performance both financially and in terms of 'customer satisfaction' on a quarterly basis.

Has developed excellent influencing, negotiating and persuasion skills. This is evidenced during the introduction of Lifeguarding to the Royal National Lifeboat Institution (RNLI); a traditional organisation with a 180-year history in Lifeboating. Negotiating and influencing at all levels, from the volunteer crew members at the Stations through the fundraising branches and guilds to the Trustees.

Whilst CEO of Surf Life Saving Great Britain (SLSGB), has implemented organisational wide change leading an internal modernisation process including governance, management and business models over a period of several years. This required strong leadership skills along with the necessary tact, diplomacy, resilience and tenacity to promote an environment of trust amongst staff, clubs and members.

Went on to set up a successful Limited Company supplying Rescue Boats and equipment to the charitable emergency services sector and building upon expensive research background supervising PhD students with partner Universities, culminating in publishing '*The Science of Beach Lifeguarding*' book, which provides a comprehensive summary of the science behind the current practices of beach lifeguarding.

Emigrated to New Zealand in 2016 to join Surf Life Saving (Northern Region) as Operations Manager to help professionalise and develop lifesaving, training, community education and club support. In 2018 took up the new role of Chief Operations Officer for Surf Life Saving New Zealand to provide high level oversight of all aspects of national operational strategy, policy, development and delivery including Lifesaving, Search & Rescue, Coastal Safety, Education and Sport. In 2022, initially seconded into the role of Special Projects Manager to focus on Government relations, leading the SLSNZ contribution to the Ministry of Transport review into Recreational Safety and Search & Rescue, then securing over \$100m of new Govt funding over a 3yr period. In 2023 moved into the role of Head of Coastal Safety & Research creating a new national strategy, funding and associated research programmes to underpin the SLSNZ vision that 'no one drowns on New Zealand's beaches.' Whilst in post, acted as an external expert witness consultant for several legal cases in UK and Australia, established a contract with the Ministry of Justice and oversaw the production of numerous Coronial reports. Current member of the International Lifesaving Federation (ILS) Drowning Prevention Commission, member of the international Drowning Researchers' Alliance and peer reviewer for the Journal 'Safety Science'.

In late 2024, moved back to the UK to help care for elderly family members, for daughter to obtain a UK education and to establish an international beach and water safety consultancy service.

Contact details

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Education

Plymouth University (UK) 1987-1989

BSc (Hons) Geology, Statistics & Operational Research

Plymouth University (UK) / Atlantic Geoscience Centre (Nova Scotia) / Scott Polar Research

Institute (University of Cambridge, England) 1990 - 1992

MPhil Arctic Geophysics

Victoria University of Wellington (New Zealand) / University of Western Australia 1993-1996

PhD Antarctic Geophysics (partly completed)

Job Related Training & Personal Development

- CIEH Beach Risk Assessment Certificate
- UNSW Australia Expert Witness Certificate
- RNLI Senior Managers Development & Aspiring Leaders Programme
- Diversity & Inclusion Management Training
- Lean Enterprise Research Centre Certificate
- RNLI & SLSNZ Media / Spokesperson Training

Career Summary

2025 -	Established international beach and water safety consultancy service.
2023 - 2024	Took up the role of Head of Coastal Safety & Research, creating a new national strategy, funding and associated research programmes. Acted an expert witness for several legal cases & oversaw numerous Coronial reports.
2022 – 2023	Requested to be seconded into a Special Projects Manager role for a 12-month period for Surf Life Saving New Zealand (SLSNZ) to oversee projects that fall outside normal 'business as usual' and/or need additional strategic, operational expertise and support, especially Government relations and funding. Successfully applied for an annual increase of NZ\$10m to support front line operational and SAR services, club capital projects and coastal safety initiatives.
2018 – 2022	Moved to SLSNZ as Chief Operations Officer to provide a high-level oversight of all aspects of national operational strategy, policy, development and delivery including Lifesaving, Search & Rescue, Coastal Safety, Education and Sport.
2016 – 2018	Emigrated to New Zealand as Operations Manager to help Surf Life Saving Northern Region undertake a management re-structure, introducing robust operational business model, professionalising operational delivery of both paid and voluntary lifeguard services, increasing visibility and integration within NZSAR framework and introducing H&S and Child Protection schemes as part of 'club health' development scheme.
2016	Published ' <i>The Science of Beach Lifeguarding</i> ' – CRC Press.
2013 – 2016	Left the RNLI to set up Rescue Marine Services Ltd to support Life Saving Clubs, Emergency Services and Local Authorities in the UK and across Europe by providing a 'one stop shop' for the supply of their rescue boats and related equipment.
2011 – 2013	Following the completion of secondment to SLSGB, returned to the RNLI to develop and set up a new department and take on the new role of Head of Coastal Safety & Research .

- 2008 – 2011 Seconded to Surf Life Saving GB as **Chief Executive Officer** under a strategic partnership with the RNLI for ‘stronger clubs & safer beaches’. Undertook a major governance and business review leading to a revitalized organisation with clearer strategic aims, fit for purpose governance & management framework and a more diverse income model.
- 2006 Seconded to Surf Life Saving Victoria, Australia as **Operations Strategic Advisor** for a 6-month period to understand the merger process that SLSA Victoria and RLSS Victoria went through, their model for supporting volunteer club development and to help formulate their operational delivery model involving inshore and offshore rescue craft.
- 2001 -2008 Joined the Royal National Lifeboat Institution to create a new beach lifeguard programme. Expanded and developed the department from a staff of 1 to over 750 lifeguards, 40 managers and 20 support staff, becoming the **Head of Prevention & Lifeguards**.
- 1997 – 2001 **Executive Officer** for Surf Life Saving Great Britain, steering the organisation through a revision of its strategic aims, forming a link with the Royal National Lifeboat Institution, a national charity with sufficient funds to ‘make a difference’.

LEGAL EXPERT WITNESS DIRECTORY MEMBERSHIP

[UK Register of Expert Witnesses](#) (UK)
[Expert Witness Directory](#) (UK)
[All Experts](#) (Australia)
[Unisearch](#) (Australia)
[JurisPro](#) (USA)

LEGAL EXPERT WITNESS CASES

Defence expert witness: Barry Nilson Solicitors, Sydney, Australia., 2025 – Ross vs Surf Life Saving NSW & Ors. Claimant injured whilst using rescue boat, NSW, Australia.

Expert witness: Chichester District Council, UK., 2025 - Support investigation into [fatal drowning at West Wittering Beach](#), West Sussex, UK.

Prosecution expert witness: Maurice Blackburn Lawyers, Melbourne, Australia., 2025 - [Phillip Younis vs The Port Campbell Surf Lifesaving Club Inc. & Ors](#). Claimant seriously injured after capsizing of rescue boat where fellow crew members drowned during rescue attempt, [Victoria](#), Australia.

Defence expert witness: Barry Nilson Solicitors, Sydney, Australia., 2023 - [Rhodes vs Port Macquarie SLSC / Surf Life Saving NSW](#). Son of claimant fatally drowned adjacent to the flags during a volunteer patrol, [NSW](#), Australia.

Prosecution expert witness: Irwin Mitchell, Birmingham, UK., 2023 - [Collier vs TUI Ltd](#). Claimant paralysed after being hit by wave, [Boa Vista](#), Cape Verde.

Prosecution expert witness: Irwin Mitchell, Birmingham, UK., 2022 – [Dickenson et. al. vs TUI Ltd](#), Six claimants injured after being hit by waves, [Santa Maria](#), Cape Verde.

PUBLICATIONS

BOOKS

Contributor: Rip Currents: Beach Safety, Physical Oceanography, and Wave Modelling. [Routledge](#), 2017.

Co-editor: The Science of Beach Lifeguarding. [CRC Press](#), 2015.

Commissioning Editor: Breakthrough, The History of the IRB by Edward Wake-Walker. [Granta Press](#), 2007.

Contributor: Handbook on Drowning, Prevention, Rescue & Treatment. [Springer](#), 2006.

Advisor: Guidelines for Safe Recreational Water Environments. [World Health Organisation](#), 2006.

Contributor: Monitoring Bathing Waters. [Routledge](#), 2000.

PAPERS

Co-author: Interpretable Deep Learning Applied to Rip Current Detection and Localization. [Remote Sensing](#), 2022.

Co-author: A 15-year partnership between UK coastal scientists and the international beach lifeguard community. [Continental Shelf Research](#), 2022.

Co-author: Beachgoer's ability to identify rip currents at a beach in situ. [Natural Hazards and Earth System Sciences](#), 2021.

Co-author: Beach Rescue Statistics and their Relation to Nearshore Morphology and Hazards: A Case Study for Southwest England. [Journal of Coastal Research](#), 2007.

Co-author: Analysis of Rip Current Incidents and Victim Demographics in the UK. [Journal of Coastal Research](#), 2013.

Co-author: Rip current variability and hazard along a macro-tidal coast. [Journal of Coastal Research](#), 2009.

Co-author: High volume sediment transport and its implications for recreational beach risk. [Coastal Engineering](#), 2008.

Commissioning Editor: Swimming Performance in Surf: The Influence of Experience. [International Journal of Sports Medicine](#), 2008.

Commissioning Editor: Visual acuity standards for beach lifeguards. [The British Journal of Ophthalmology](#), 2007.

Co-author: Occupational fitness standards for beach lifeguards. Phase 1: The physiological demands of beach lifeguarding. [Occupational Medicine](#), 2006.

Commissioning Editor: Occupational fitness standards for beach lifeguards. Phase 2: The development of an easily administered fitness test. [Occupational Medicine](#), 2006.

Commissioning Editor: Eyesight Standards for Royal National Lifeboat Institution Beach Lifeguards. [Portsmouth University Report](#), 2006

Commissioning Editor: Fitness requirements for RNLI Beach Lifeguards to operate Rescue Watercraft and Inshore Rescue Boats. [Portsmouth University Report](#), 2004.

LIFESAVING QUALIFICATIONS & EXPERIENCE

CLUB/REGIONAL MEMBERSHIPS & POSITIONS

Omaha SLSC, NZ (present) - Member

Whitsand Bay SLSC, UK (1989 - 2016) – Club Secretary, Club Captain, Chairman

SLS Cornwall Region, UK (1990-93) - Secretary

Trigg Island SLSC, WA (1995-96) – Sponsorship Officer

Paekakariki SLSC, NZ (1993) - Member

PROFESSIONAL LIFEGUARDING EXPERIENCE

6yrs Paid Lifeguard - Cornwall, UK & Perth, Western Australia

2yrs Beach Inspector - Perth, Western Australia

ILS/ILSE POSITIONS

Current member of the ILS Drowning Prevention Commission

Previous member of the ILS Rescue and ILS Education Commissions

ILS Liaison Delegate to the World Health Organisation

Chair ILSE IRB Sport Working Group

QUALIFICATIONS

SLSNZ

- Surf Lifeguard Award
- Level 1 First Aid
- NZSAR Coordinated Incident Management System (CIMS) Level 4
- NZSAR Marine SAR Technical Course

SLSGB

- Surf Lifeguard Medallion
- Advanced Resuscitation
- IRB Coxswain, IRB Crewman, IRB Instructor, IRB Examiner
- Instructor, Nipper Examiner, Full Examiner
- Judge (1), Level 1 Coach, Level 2 IRB, Swim, Board, Ski coach
- IRB Official / IRB Referee Trainer

SLSA

- Advanced Lifesaving Certificate
- Pre-hospital Analgesic Administration Certificate
- Radio Operators Certificate
- Training Officers Certificate, Examiners Certificate
- Level I Surf Coach (Beach Events), Level I Surf Coach (IRB)
- SLSQ Rescue Water Craft Operators Certificate

FIRST AID

- St John's Ambulance Emergency Aid
- British Red Cross Standard First Aid Certificate
- PADI Dive Medic Certificate
- Paramedic & Safety Services Analgesic & Oxygen Certificates

LIFE SAVING SPORT

- Competed at IRB Aussies 1995 (VIC) /1996 (WA), Rescue 1998 (NZ), Rescue 2000 (NSW)
- Established IRB Sport in UK and Europe, ran first European IRB Champs as Chief Referee
- Developed ILSE IRB Sport Officials Programme
- Chief Referee IRB World Champs (Rescue 2012), Adelaide

VOCATIONAL COURSES

SLSA National Youth Development Camp, Lake Ainsworth, NSW (1994)