

Ministry of Training,
Colleges and Universities

Office of the Superintendent

Private Career Colleges Branch
9th Floor, Mowat Block
900 Bay Street
Toronto ON M7A 1L2

Ministère de la Formation
et des Collèges et Universités

Bureau du Surintendant

Direction des collèges
privés d'enseignement professionnel
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900, rue Bay
Toronto ON M7A 1L2



Notice of Contravention #141

By Email (karenbrunger@imageinstitute.com), by fax (289-304-0558) and by Courier

June 13, 2011

Karen Brunger
International Image Institute Inc.
604 Edward Ave Unit 3
Richmond Hill, Ontario
L4C 9Y7

And

Care of
Steinberg, Schatzker, C.A.'s
4801 Keele Street, Unit 43
Downsview, Ontario
M2J 3A4

NOTICE OF CONTRAVENTION

This letter is to inform you as the Director of the International Image Institute Inc. ("School") that on June 13, 2011, it was determined that the School contravened the following section(s) of the *Private Career Colleges Act, 2005* and/or regulations made under the Act:

- Act, s. 11 — Restrictions on advertising and soliciting (\$1,000)
- Act, s. 7 – Prohibition against operating a private career college (\$1,000)

For a Summary of each contravention see attached Schedule A.

As per section 51 of *Ontario Regulation 415/06* made under the *Private Career Colleges Act, 2005*, the School is subject to a penalty in the total amount of \$2,000 per day. It is important to note that the penalty is levied daily. The total penalty amount is calculated by multiplying the penalty amount indicated above by the number of successive days that the contravention continues.

For example: following 5 successive days that the contravention continues the penalty amount due will be \$10,000.

following 15 successive days that the contravention continues the penalty amount due will be \$30,000.

At this time you are required to provide the ministry with written confirmation of compliance with the *Private Career Colleges Act, 2005* and its regulations. Specifically, written confirmation that the School:

- Has stopped advertising an unregistered private career college and unapproved vocational programs that require approval; and
- Has stopped holding itself out as an operator of a private career college.

Once you have confirmed compliance with the Act, the penalties will cease to accumulate and you will receive an invoice that sets out the total penalty outstanding. Payment of the full amount is due within **30 days** of the date of your notification.

If payment is not received within **30 days** after the date the notification was received, the amount will be subject to interest at the current postjudgment interest rate beginning on the 31st day following the date of the invoice. The current rate can be found at the following address:

www.attorneygeneral.jus.gov.on.ca/english/courts/interestrates.asp.

Review

If you believe that the decision made above is inaccurate you may request a review of this decision by submitting a Request for a Review of a Notice of Contravention form to the Minister of Training, Colleges and Universities within **15 days** of receipt of the Notice of Contravention.

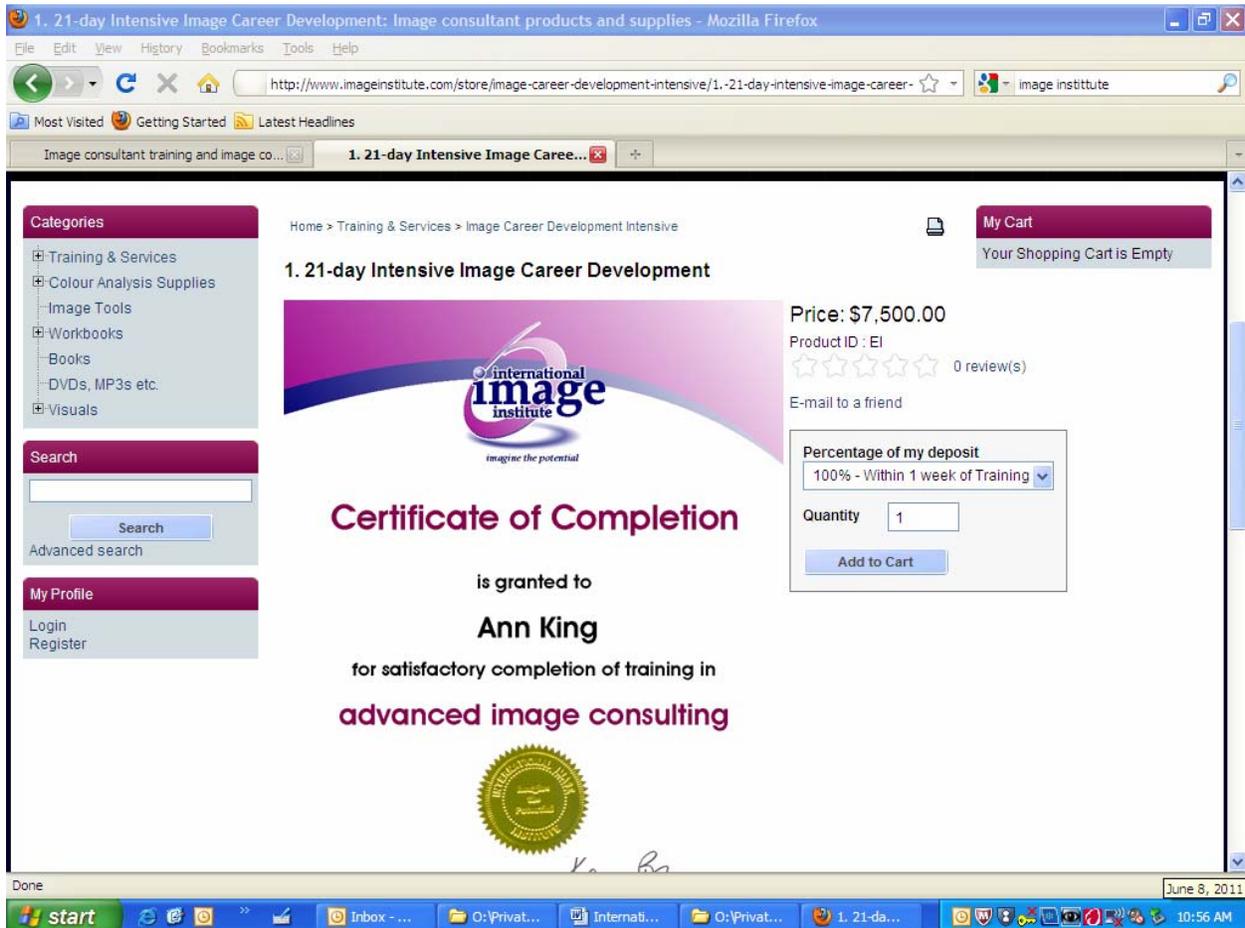
ORIGINAL SIGNED BY

Allan Scott
Superintendent of Private Career Colleges

Schedule A

Contravention of section 11 of the Act - Restrictions on advertising and soliciting

On April 20, 2011, a Designate of the Superintendent (“Designate”) reviewed the website belonging to the School, <http://www.imageinstitute.com/>, and found it to be advertising a “Consultant Professional Development” program. The program is described as consisting of 10 courses delivered at a cost of \$7,500 + HST (\$8,475).



The same website provides contact information for the School, including three e-mail addresses, a physical address (604 Edward Ave Unit 3, Richmond Hill, ON), phone number (905-237-5840), and fax number (289-304-0558).

On April 20, 2011, using an e-mail address provided on the School’s website, a Designate sent an e-mail to Karen Brunger, Director of the School, and inquired about its image consultant program.

On the same day, Karen Brunger responded via e-mail advising that the 21 day intensive course is offered once per year. She also attached a course catalogue. This catalogue provided a description of ten courses, including five core courses, such as

“colour analysis” and “image management”, and five advanced programs such as “communication & client management” and “business development”.

According to the catalogue, students who complete each of the five core courses receive a Certificate of Completion in “Image Consulting Professional Development”, and students who complete all ten courses receive a Certificate of Completion in “Advanced Image Consulting Professional Development”.

The catalogue lists the price and duration for each of the ten courses. Together, the five core courses cost a total of \$5,258 plus HST (\$5,941), while the total cost of taking all ten courses \$7,775 plus HST (\$8,785), but students who register for all ten will pay only \$7,500 plus HST (\$8,475). The total number of contact hours listed for the five core courses is 84 hours, and 126 for all ten of the courses.

The catalogue also includes some descriptions of the course and its target market. The second page of the catalogue, for example, states that the School “...provides training and resources for beginner to advanced image consultants”, while a statement by Karen Brunger on the third page reads “Whether you are a practicing image consultant, considering a new career, or adding to your existing career, this training can make a positive difference in your life.”

Similarly, four pages of the catalogue are testimonials from former students, one of which contains the statement “...students walk away with the knowledge they need to immediately begin practicing image consulting.” Two other pages provide information about image consulting and the requirements for working in the industry.

This information indicates that the training provided by the School is suitable for individuals attempting to be working in the field of Image Consulting.

The “Image Consulting Professional Development” and “Advanced Image Consulting Professional Development” courses correspond to National Occupational Classification (NOC) 6481- Image, Social and Other Personal Consultants. Based on the evidence gathered these courses fit the definition of vocational programs requiring approval of the Superintendent according to the Act. Since these programs are not approved, advertising of same is prohibited in accordance with Section 11 of the Act.

Contravention of section 7 of the Act - Prohibition against operating a private career college

Under section 7(2) of the Act, no person shall hold themselves out as the operator of a private career college unless the person is registered. Under the Act, if an institution provides one or more vocational programs to students for a fee they are by definition a private career college.

The following evidence has formed the basis for the Designate’s reasonable belief that the School is holding itself out to be the operator of a private career college:

- the evidence offered in the previous section clearly indicates that the School is advertising vocational programs for a fee;
- the website <http://www.imageinstitute.com/> provides the School's address, fax number, phone number and e-mail address;
- a brochure provided to a Designate by Karen Brunger on April 20, 2011 identifies her as the director and instructor of the School. It also states that she has instructed at George Brown College, and Humber College, as well as one currently registered Private Career College, and one previously registered Private Career College;
- the brochure provided to a Designate by Karen Brunger on April 20, 2011 contains the statement "International Image Institute is an internationally renowned government-approved institute based in Toronto, Canada, founded and directed by Karen Brunger; and
- according to ONBIS, Karen Brunger is the Director of International Image Institute Inc.