

**Ministry of Training,
Colleges and Universities**
Office of the Superintendent
Private Career Colleges Branch
77 Wellesley Street West
Box 977
Toronto ON M7A 1N3

**Ministère de la Formation
et des Collèges et Universités**
Bureau du Surintendant
Direction des collèges
privés d'enseignement professionnel
77, rue Wellesley Ouest
Boîte 977
Toronto ON M7A 1N3



Particulars of Notice of Contravention

S. 49 (1) Private Career Colleges Act, 2005 (“Act”)

January 6, 2014

These particulars are posted following the issuance of an administrative penalty by the Superintendent of Private Career Colleges pursuant to s. 39 (1) of the Act for which a review was not requested.

Original service date: August 28, 2013

Seneca Groups Inc.
o/a Crown Academic International School
25 Sheppard Avenue West
Suite 300
Toronto, Ontario
M2N 6S6

Description:	Original Amount:
<p>Act, s. 7 – Prohibition against operating a private career college</p> <p>The Superintendent came to the reasonable belief that this School was operating a private career college without being registered, and holding itself out as a private career college without being registered in contravention of section 7 of the Act.</p> <p>A translation of the Chinese webpage for Crown College stated that: “The company (Seneca Groups Inc.) has two education sectors (Vocational Training and High School)... The education and training sector was named “Crown Academic International School”, has been officially registered with the Ontario Ministry of Education and MTCU and was granted business license for a private international high school and vocational training institute.”</p> <p>The School is not “officially registered” with the Ministry of Training, Colleges and Universities (“MTCU”) and has not been “granted (a) business license” to operate as a “vocational training institute.” This statement is misleading to students.</p>	<p>\$1,000 per day</p> <p>The School is not in compliance; pursuant to s. 48(2)(b) of the Act, the corporation is subject to the maximum fine.</p>

Description:	Original Amount:
<p>Act, s. 11 – Restrictions on advertising and soliciting</p> <p>The Superintendent was led to the reasonable belief that this School was advertising itself as an unregistered private career college and advertising unapproved vocational programs.</p> <p>Advertising for this School was viewed at www.crownc.net. On that website, this School was advertising its physical location, email address, telephone numbers, and a link to send an enquiry. The School's website also links to the School's Facebook page which included a brochure advertising unapproved vocational programs with tuition over \$1,000 and over 40 hours in duration.</p>	<p>\$1,000 per day</p> <p>The School is not in compliance; pursuant to s. 48(2)(b) of the Act, the corporation is subject to the maximum fine.</p>
Total	\$250,000.00