

**Particulars of Notice of Contravention and Review Decision**

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

Tuesday, July 20, 2010

These particulars are posted following the issuance of an administrative penalty for which a review was requested. Penalties may be reviewed upon request within 15 days of receipt of a Notice of Contravention. The review decision is made considering not only the information originally available at the time the Notice of Contravention was issued, but also any new information not previously available that may have been supplied in support of the request for a review. On review, an administrative penalty may be upheld, rescinded or reduced. A review decision is final.

Original service date: March 29, 2010

James Gordon Riddell  
Transformational Arts International Inc.  
o/a Transformational Arts College  
301 – 3300 Yonge St  
Toronto, ON, M4N 2L6

<b>Description:</b>	<b>Original Amount:</b>	<b>Review Decision:</b>
<p>PCCA 2005, s.11 Restrictions on advertising and soliciting.</p> <p>On March 23, 2010, the website belonging to Transformational Arts College, <a href="http://www.transformationalarts.com/">http://www.transformationalarts.com/</a> was reviewed by Ministry staff who found it advertising two versions of a Natural Spa Therapies Diploma Training Program. The website stated that the first version of the course is 525 hours in duration and costs \$6,375, and the second version is 168 hours in duration and costs \$3,010.</p>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$500 per day for the period of March 29, 2010 to March 30, 2010 (inclusive).</p> <p>The balance of evidence available indicates that Transformational Arts International Inc. was advertising an unregistered private career college and an unapproved program. Transformational Arts International Inc. came into compliance by ceasing to advertise the unregistered private career college and an unapproved program.</p>
<p>PCCA 2005, s. 7 Prohibition against operating a private career college.</p> <p>On March 25, 2010, Ministry staff attended Transformational Arts College at 3300 Yonge St, Suite 301 to inspect the facility and confirmed that five students were enrolled in the Natural Spa Therapies program. Ministry staff then reviewed a sampling of</p>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$500 per day for the period of March 29, 2010 to March 30, 2010 (inclusive).</p> <p>The balance of evidence available indicates that Transformational Arts</p>

<p>the student files and found student contracts and payment plans for the Natural Spa Therapies course that were signed on dates ranging from May 23, 2008 to February 23, 2010, and included students who had enrolled in both the \$6,375 and \$3,010 versions of the program, which the contracts refer to as “Natural Spa Therapies” and “Natural Spa Therapies (Spa only),” respectively.</p>		<p>International Inc. was operating an unregistered private career college. Transformational Arts International Inc. came into compliance by ceasing to operate an unregistered private career college.</p>
<p>PCCA 2005, s. 8 (1) Prohibition against providing vocational programs.</p> <p>On March 25, 2010, Ministry staff attended Transformational Arts College at 3300 Yonge St, Suite 301 to inspect the facility and confirmed that five students were enrolled in the Natural Spa Therapies program. Ministry staff then reviewed a sampling of the student files and found student contracts and payment plans for the Natural Spa Therapies course that were signed on dates ranging from May 23, 2008 to February 23, 2010, and included students who had enrolled in both the \$6,375 and \$3,010 versions of the program, which the contracts refer to as “Natural Spa Therapies” and “Natural Spa Therapies (Spa only),” respectively.</p>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$500 per day for the period of March 29, 2010 to March 30, 2010 (inclusive).</p> <p>The balance of evidence available indicates that Transformational Arts International Inc. was providing an unapproved vocational program. Transformational Arts International Inc. came into compliance by ceasing the provision of an unapproved vocational program.</p>
<p>PCCA 2005, s. 9 Prohibition against charging fee.</p> <p>On March 25, 2010, Ministry staff attended Transformational Arts College at 3300 Yonge St, Suite 301 to inspect the facility and confirmed that five students were enrolled in the Natural Spa Therapies program. Ministry staff then reviewed a sampling of the student files and found student contracts and payment plans for the Natural Spa Therapies course that were signed on dates ranging from May 23, 2008 to February 23, 2010, and included students who had enrolled in both the \$6,375 and \$3,010 versions of the program, which the contracts refer to as “Natural Spa Therapies” and “Natural Spa Therapies (Spa only),” respectively.</p>	<p>\$1,000 per day</p>	<p>Penalty is reduced to \$500 per day for the period of March 29, 2010 to March 30, 2010 (inclusive).</p> <p>The balance of evidence available indicates that Transformational Arts International Inc. was charging a fee for an unapproved vocational program. Transformational Arts International Inc. came into compliance by ceasing to charge fees for an unapproved vocational program.</p>
<b>Total:</b>		<b>\$4,000</b>