

Ministry of Training,  
Colleges and Universities  
Private Career Colleges Branch  
9<sup>th</sup> Floor, Mowat Block  
900 Bay Street  
Toronto ON M7A 1L2

Ministère de la Formation  
et des Collèges et Universités  
Direction des collèges  
privés d'enseignement professionnel  
9<sup>e</sup> étage, édifice Mowat  
900, rue Bay  
Toronto ON M7A 1L2



Notice of Contravention #97

**Served by fax (416)665-8111; email; [mariasun@viccollege.com](mailto:mariasun@viccollege.com) and courier**

October 6, 2010

Shanqin (Maria) Sun  
CJ Trading International Inc. operating as  
Victoria International College of Business & Technology  
118-200 Consumers Road  
Toronto, ON M2J4R4

## NOTICE OF CONTRAVENTION

This letter is to inform you Maria Sun as the Director of the CJ Trading International Inc. operating as Victoria International College of Business & Technology ("Registrant") that it was determined that the Registrant contravened the following section(s) of the *Private Career Colleges Act, 2005* and/or regulations made under the Act:

- Act. s.33 – Advertising, read with Ontario Regulation (O.Reg) 415/06 s.16 (1) paragraph 1,3,4,5 and 6 – Content of Advertising (**\$750**)
- Act. s.33- Advertising read with O.Reg 415/06 s.16 (1) paragraph 2 – Content of Advertising (**\$1000**)

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*, ("Act") you are subject to a penalty in the total amount of **\$1,750** 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 \$8,750*

*following 15 successive days that the contravention continues the penalty amount due will be \$26,250.*

At this time the Registrant is required to provide the Ministry with written confirmation of compliance with the Act. Please supply the ministry with written confirmation that the Registrant:

- has stopped advertising unapproved vocational programs that require approval;
- has stopped advertising using the incorrect wording regarding status as a registered private career college and approved programs;
- has removed all misleading advertising.

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 notice of contravention was received, the amount will be subject to interest at the current post judgment interest rate beginning on the 31<sup>st</sup> day following the date of notice. The current rate can be found at the following address:

[www.attorneygeneral.jus.gov.on.ca/english/courts/interestrates.asp](http://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

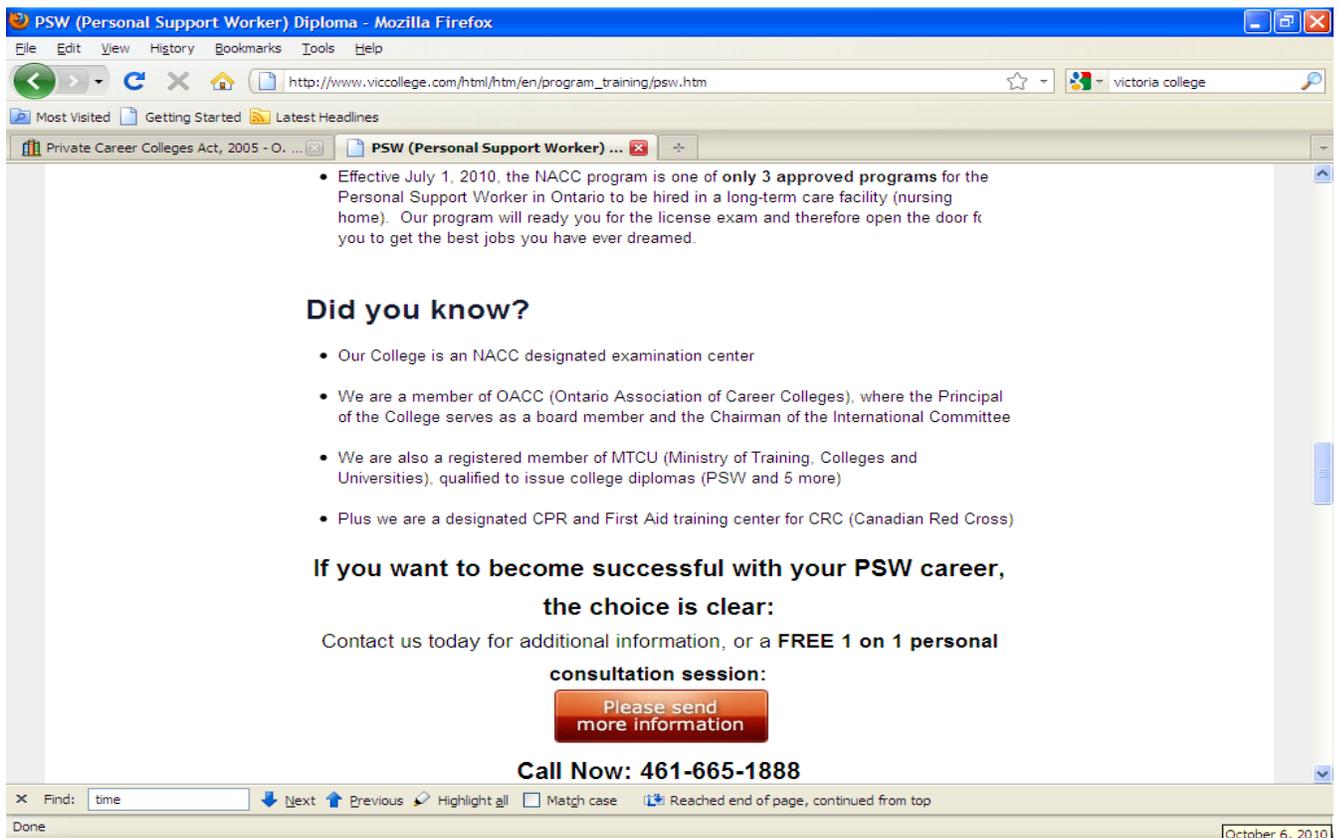
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Allan Scott  
Superintendent of Private Career Colleges

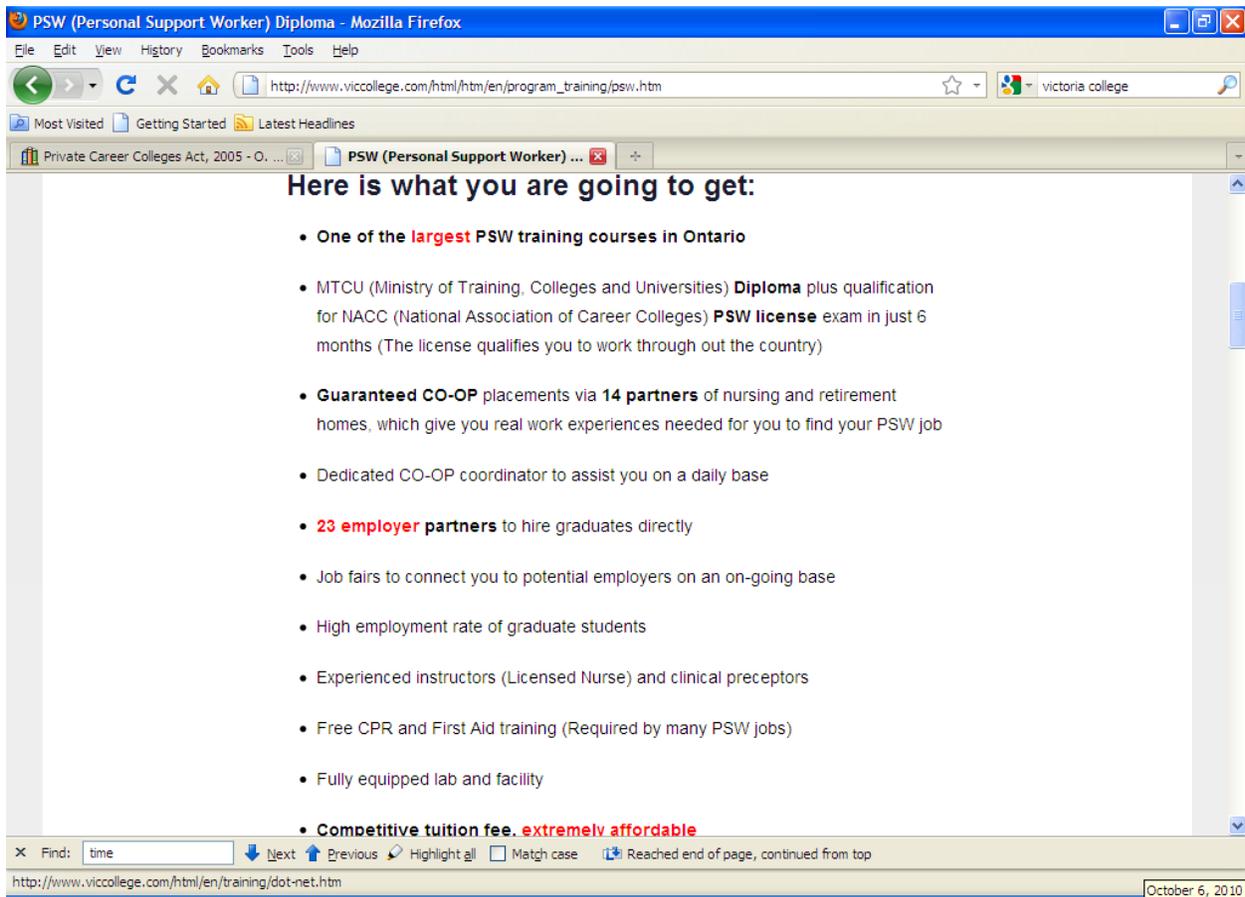
## Schedule A

### Act. s.33 – Advertising, read with O.Reg 415/06 s.16 (1) paragraph 1,3,4,5 and 6 – Content of Advertising

On October 6, 2010 a Designate reviewed the website <http://www.viccollege.com/html/en/default.htm> which belongs to the Registrant. The review determined that the Registrant failed to correctly use the prescribed wording when referring to its registration status. The advertisement states “we are also a registered member of MTCU (Ministry of Training Colleges and Universities”, qualified to issue Diploma (PSW and 5 more).” This is directly contrary to section 16 (3) of the Act.



In addition to this, the Registrant also continues to use incorrect references to describe its program approval status under the Act. While reviewing the same website referenced above, the Designate found advertising that states the following: “Here is what you are going to get: MTCU (Ministry of Training Colleges and Universities) Diploma.” This wording is not consistent with the prescribed wording as required under section 16 (4) of the Act. A Screen shot is included below:



### **Act. s.33 - Advertising read with O.Reg 415/06 s.16 (1) paragraph 2 – Content of Advertising**

Both of the Registrants websites contain statements that are misleading or appear to be exaggerated. A couple of examples to illustrate the misleading wording have been included below. This issue was raised in a previous order issued by the Superintendent in December 2006. For example:

- A statement such as “One of the largest PSW training courses in Ontario” without any evidence to prove it, is misleading.
- Statements such as “23 employer partners to hire graduates directly” and “Guaranteed CO-OP placements via 14 partners of nursing and retirement homes” gives the impression that the Registrant is guaranteeing employment to prospective students.

A screen shot of the webpage is included below:

PSW (Personal Support Worker) Diploma - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.viccollege.com/html/htm/en/program\_training/psw.htm

Most Visited Getting Started Latest Headlines

Private Career Colleges Act, 2005 - O... PSW (Personal Support Worker) ...

## Here is what you are going to get:

- **One of the largest PSW training courses in Ontario**
- MTCU (Ministry of Training, Colleges and Universities) **Diploma** plus qualification for NACC (National Association of Career Colleges) **PSW license** exam in just 6 months (The license qualifies you to work through out the country)
- **Guaranteed CO-OP** placements via **14 partners** of nursing and retirement homes, which give you real work experiences needed for you to find your PSW job
- Dedicated CO-OP coordinator to assist you on a daily base
- **23 employer partners** to hire graduates directly
- Job fairs to connect you to potential employers on an on-going base
- High employment rate of graduate students
- Experienced instructors (Licensed Nurse) and clinical preceptors
- Free CPR and First Aid training (Required by many PSW jobs)
- Fully equipped lab and facility
- **Competitive tuition fee. extremely affordable**

Find: time Next Previous Highlight all Match case Reached end of page, continued from top

Done

October 6, 2010