

Particulars of Notice of Contravention and Review Decision

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

June 30, 2011

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 On review, an administrative penalty may be upheld, rescinded or reduced.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: April 21, 2011

Mei Yau Fong
Sole Proprietor
Operating as First Canada Cosmetician & Hair Design Academy
4190 Midland Ave
Scarborough On, M1V 4S6

Description:	Original Amount:	Review Decision:
<p>Act, s. 11 — Restrictions on advertising and soliciting</p> <p>On April 12, 2011 a Designate of the Superintendent (“Designate”) reviewed the website belonging to the School, www.jiada.ca. The “programs” and “admissions” pages of this website promote a Hairstyling diploma course which is 1500 hours in length and costs \$8,300, as well as an Advanced Esthetics diploma course which is 1200 hours in length and costs \$8,300. The “contacts” page of the website provides the School’s address (4190 Midland Avenue, Toronto, Ontario) and phone number (416-298-8618).</p>	<p>\$1,000 per day</p>	<p>Penalty of \$1,000 per day is upheld for the period of April 21, 2011 to May 4, 2011 (inclusive).</p> <p>The balance of evidence available indicates that Mei Yau Fong was advertising unapproved vocational programs.</p>
<p>Act, s. 7 – Prohibition against operating a private career college</p> <p>The following evidence has formed the basis for the Designate’s reasonable belief that the School is holding itself out as the operator of a private career college:</p> <ul style="list-style-type: none"> • the evidence offered in the previous section clearly indicates that the School is advertising vocational programs for a fee; • the School states on its website that it is a registered private career college; 	<p>\$1,000 per day</p>	<p>Penalty of \$1,000 per day is upheld for the period of April 21, 2011 to May 4, 2011 (inclusive).</p> <p>The balance of evidence available indicates that Mei Yau Fong was holding First Canada Cosmetician & Hair Design Academy out as a registered private career college.</p>

<ul style="list-style-type: none"> • on April 14, 2011, Designates attended 4190 Midland Ave and found a sign with the words "First Canada Cosmetician & Hair Design Academy". Through the front window, the Designates saw three expired certificates of registration issued by the Superintendent of Private Career Colleges, hanging in frames in the School's front room. They appeared to be for the years 2004-2006; and • according to ONBIS, First Canada Cosmetician & Hair Design Academy Inc. was registered in Ontario on October 23, 2002, and registered the business name First Canada Cosmetician & Hair Design Academy on January 18, 2010. Currently, its head office is listed as 4190 Midland Ave, Toronto, Ontario. 		
Total:		\$28,000