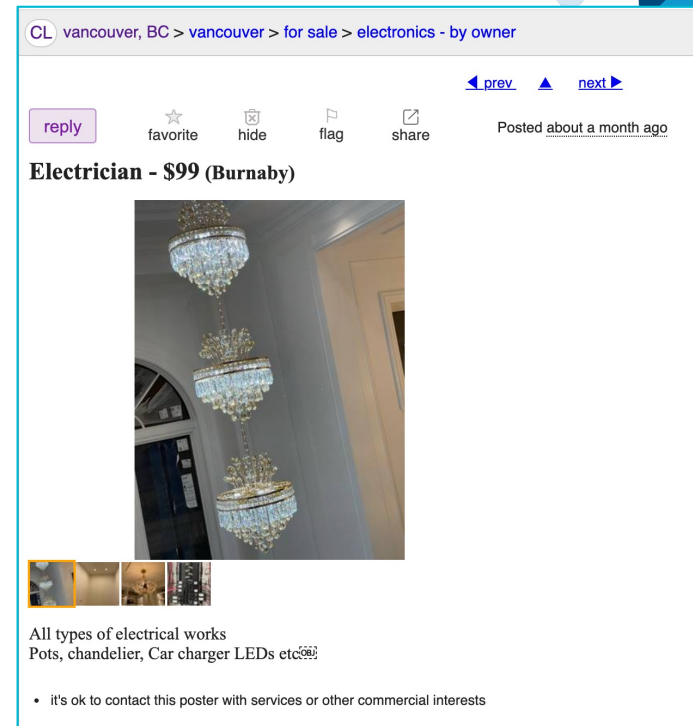


ADVERTISING REGULATORY CHANGES

Contractor Information Session

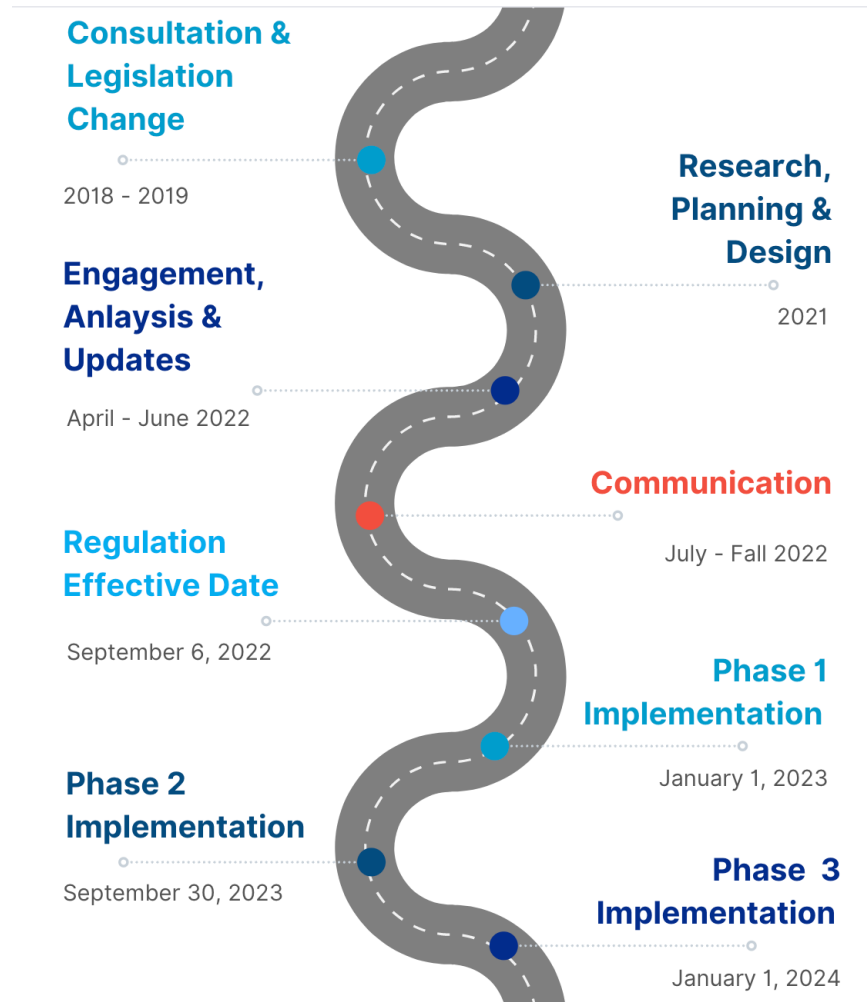
October 2022



DISCUSSION TOPICS

1. What are the changes?
2. Who do the changes apply to?
3. Why the changes?
4. What we heard from contractors
5. The guidelines
6. Public communication
7. Where can I get more information?
8. Q&A

PROJECT TIMELINE



THE CHANGES

Safety Standards Act

Offering and advertising to do regulated work without a licence is prohibited and is subject to monetary penalties

In effect
in 2021

Safety Standards General Regulation

All advertisements must include:

1. the **name of the licensed contractor** as stated on the contractor's licence who will do the regulated work
2. the **licence number** of the licensed contractor who will do the work.

In effect
Sept 6
(now)

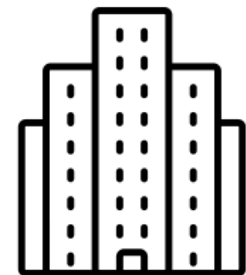
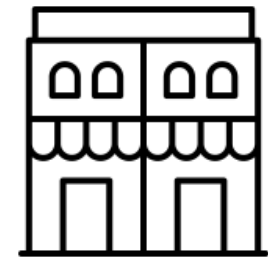
Technical Safety BC Advertising Guidelines

Support the Safety Standards General Regulation by clarifying TSBC's expectations and identifying blanket exemptions.

January
2023 -
2024

WHO DO THE CHANGES APPLY TO?

- Licensed contractors in Electrical, Gas, Boilers and Pressure Vessels, Refrigeration and Elevating.
- That advertise or provide services to other people/organizations (the “public”).
- Regardless of size of the contracting company.
- If you do not advertise using the channels identified in the guidelines, the changes do not require that you start.



INTENTION OF THE CHANGES

Audience	Intent
Unlicensed Contractors	• Discourage from advertising regulated services
Licensed Contractors	• Distinguish licensed from unlicensed contractors • Create more visibility for licensed contractors
Public	• Identify licensed (vs. unlicensed) contractors • Address rise in use of digital marketing channels to identify licensed from unlicensed contractors
Technical Safety BC	• Make it easier to identify and investigate unlicensed contractors • Enhance the awareness of TSBC and licensing



WHAT WE HEARD FROM CONTRACTORS

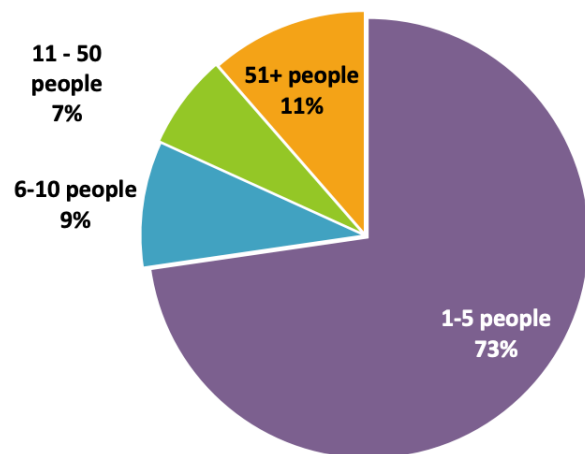
Information available on Engage page:

<https://engage.technicalsafetybc.ca/>

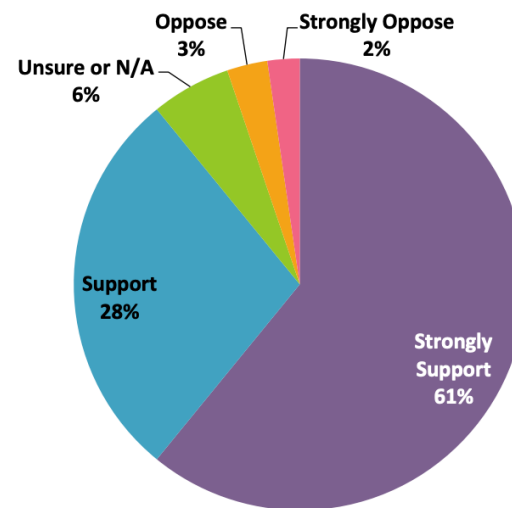
2019 CONSULTATION PARTICIPANTS

12,500 contractors were invited to participate; of those that participated:

Company Size



Level of Support



WHAT WE HEARD FROM CONTRACTORS IN 2022

Guidelines would
be helpful

Guidelines should
be the same for
everyone

Guidelines should
cover all types of
advertising

Phase in guidelines

Public
communication is
needed

Enforcement
against unlicensed
contractors is a
good focus



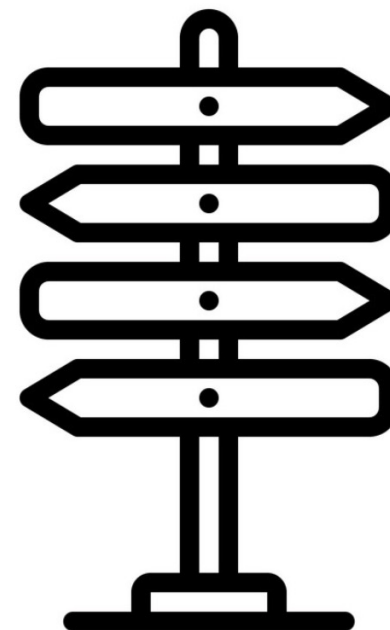
THE GUIDELINES

Available on Engage page:

<https://engage.technicalsafetybc.ca/>

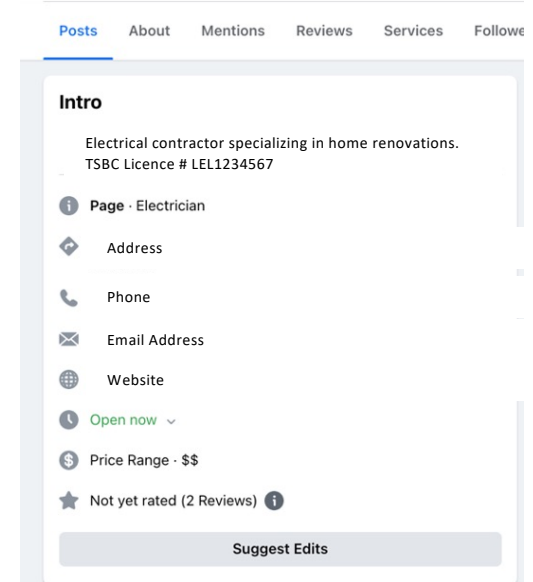
WHY GUIDELINES?

- Guidelines provide guidance / recommendations
- Guidelines are informative vs. prescriptive
- Translate the regulation into more practical terms
- Identify blanket exceptions to the regulatory requirements
- Clarify Technical Safety BC expectations
- Provide guidance to contractors for consistency
- Support public communication and understanding
- Support compliance & enforcement investigations of unlicensed contractors



DISPLAYING YOUR LICENCE NUMBER

1. Include your company name as shown on your licence
2. Numbered companies may use common business name (“doing business as” name)
3. Licence number format: “TSBC Licence # LXX1234567”.
4. If multiple licenses:
 - Choose one as primary OR
 - Use the relevant licence on the relevant advertising OR
 - Use all licence numbers



EXEMPTIONS

1. The guidelines aim to reduce exemptions requested.
2. Blanket exemptions are identified by advertising channel.
3. Guidelines may be updated to identify additional exemptions over time.
4. Keep in mind “reasonable person” approach to future compliance management (are you making a reasonable attempt to comply with the regulation)
5. A Safety Manager may waive a regulatory requirement upon request if it is not practical to comply.
6. Suggest inquiring if unsure before requesting any exemption.
7. Inquire about exemptions at enforcement@technicalsafetybc.ca



COMPLIANCE & ENFORCEMENT APPROACH

1. Technical Safety BC will:
 - support licensed contractors to understand and apply the guidelines.
 - focus on educating contractors if expectations aren't being met vs. initiating compliance activity.
 - focus compliance and enforcement resources on identifying and investigating unlicensed contractors that are advertising regulated services.
2. Once the guidelines are fully phased in compliance activity may begin for licensed contractors.
3. A “reasonable person” approach will be used to assess compliance (have you made reasonable attempts to comply with the regulation as supported by the guidelines).
4. The more contractors that comply, the more value for the entire industry.

IMPLEMENTATION PHASING

Phase 1

(Jan 1, 2023)

- Digital advertising

Phase 2

(Sept 30, 2023)

- Documents, signage, publications, TV, radio

Phase 3

(Jan 1, 2024)

- Vehicles, storefronts

PHASE 1

See Guidelines for all phases at Technical Safety BC's Engage website at:

<https://engage.technicalsafetybc.ca/advertising-regulatory-changes>

Phase 1 – January 1, 2023	
Form of advertising	Guidance / Recommendations
General	
Word of mouth advertising	Exempt
Digital sales and marketing	
Online Marketplace (e.g., Craigslist, Kijiji, Facebook Marketplace listings)	"TSBC Licence # LXX1234567" clearly visible within the body of the marketplace listing in the same size/font as the listing itself.
Social media accounts	"TSBC Licence # LXX1234567" clearly visible within the Account Profile section.
Online advertisements (e.g., Facebook ads, Google ads, posts on other pages such as community bulletin boards or social media Buy & Sell sites)	"TSBC Licence # LXX1234567" must be clearly legible (font and size) within the ad or post. Licence numbers are required in posts made from your social media profile to other profiles/pages where the company is advertising its services for sale (e.g., social media community buy and sell pages).
Social media posts on your own social media account	Exempt. Your licence number is not required on every Facebook post to your own social media account (they are required when posting your services on other accounts – e.g., in groups or pages).
Website	"TSBC Licence # LXX1234567" clearly visible on the website.
Online directories (e.g., Yelp, Google My Business, Better Business Bureau)	"TSBC Licence # LXX1234567" clearly visible in the listing (e.g., in "About Us" section on BBB listing).
Email	If the email is advertising the company's products or services then the email must contain "TSBC Licence # LXX1234567" clearly visible within the body of the email.
Electronic newsletters/ emails	The email must contain "TSBC Licence # LXX1234567" clearly visible within the body of the email in the same size/font as the listing itself.



PUBLIC COMMUNICATIONS

PUBLIC COMMUNICATIONS

- Messaging from Technical Safety BC to the public will begin in Q1 2023 and beyond.
- Will include social media and paid digital advertisements targeting persons searching for regulated trades online.
- Will tie into broader Technical Safety BC and licence awareness campaigns.



KEY TAKE AWAYS

KEY TAKE AWAYS

1. Guidelines are guidance / recommendations to help contractors consistently apply the regulatory requirements.
2. The new legislation will help licensed contractors to be more visible in the marketplace.
3. Contractors are encouraged to update their advertising practices in alignment with the guidelines in order to distinguish themselves from unlicensed contractors.
4. Guidelines are being phased in over time to provide licensed contractors with the time to plan for and update their advertising materials.
5. Technical Safety BC will support licensed contractors to understand and apply the guidelines.
6. Technical Safety BC will focus on educating contractors if expectations aren't being met vs. initiating compliance activity.
7. Compliance and enforcement activity will be focused on unlicensed contractors illegally advertising regulated services.
8. Continue to report suspected unlicensed work via the Report an Incident at:
<https://www.technicalsafetybc.ca/contact-us/report-an-incident>
9. For more information visit the Engage site at:
<https://engage.technicalsafetybc.ca/advertising-regulatory-changes>

RESOURCES FOR CONTRACTORS

Engage Page:

<https://engage.technicalsafetybc.ca/advertising-regulatory-changes>

Inquiries about the guidelines:

enforcement@technicalsafetybc.ca

Report an Incident:

<https://www.technicalsafetybc.ca/contact-us/report-an-incident>



Q&A

Please place your questions in Chat

Questions not addressed in this session will be reviewed after the session and updates will be posted to the Engage site

Email further questions to enforcement@technicalsafetybc.ca