

Advertising Changes for Licensed Contractors



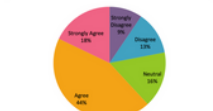
The Safety Standards Act prohibits anyone from advertising or offering regulated work without the proper qualifications and permissions. New rules, effective September 6, 2022 require licensed contractors to publish their company name and Technical Safety BC licence number when advertising their services to the public.

Between April and June 2022, Technical Safety BC is seeking input from contractors to establish guidelines that more clearly define these rules, including what forms of advertising require your company name and contractor licence number and which are exempt.

2019 Consultation Results



What is your level of support for the proposal to include identifying information in advertisements for regulated work or services?



Do you believe that this proposal will help to reduce the amount of unregulated work being done in your industry?



What identifying information should be included in advertisements?



How would including your identifying information in your advertisements impact your business?

Draft Advertising Guidelines

Form of Advertising	Minimum Requirements
Digital Social and Marketing	
Online Marketplaces (e.g. Craigslist, Kijiji, Facebook Marketplace, etc.)	Technical Safety BC Licence # 123456789 clearly visible within the body of the marketplace listing on the same screenshot as the listing itself.
Social Media Accounts	Technical Safety BC Licence # 123456789 clearly visible within the Account Profile written.
Online Advertisements (e.g. Facebook ads, Google ads, etc.)	Technical Safety BC Licence # 123456789 must be clearly visible front and side within the ad.
Website	Technical Safety BC Licence # 123456789 clearly visible on the website.
Online Solicitations (e.g. the Google My Business)	Technical Safety BC Licence # 123456789 clearly visible within the listing.
Real Estate	If the email is advertising the company's products or services then the email must contain "Technical Safety BC Licence # 123456789" clearly visible within the body of the email.
Electronic Newsletters / Emails	If the email is advertising the company's products or services then the email must contain "Technical Safety BC Licence # 123456789" clearly visible within the body of the email on the same screenshot as the listing itself.
Company Assets (used for Sales and Marketing)	
Vehicles	On a vehicle where company name is required: - Minimum font size of one inch high - Must be in easily readable contrasting colours so that the licence number is easily visible against the background colour - Can now have the back of the truck AND/OR on BOTH sides - Must be "Technical Safety BC Licence # 123456789"
Storefronts	Technical Safety BC Licence # 123456789 clearly visible at the store entrance on the storefront window, if possible, if not then at a place readily visible to customers (e.g. where your business licence is displayed, behind customer service counter).
Company branded clothing	No requirement
Business cards	Documentation and Evidence (used for Sales and Marketing)
Business cards	Technical Safety BC Licence # 123456789 clearly visible on the front or back of the card.
Contracts	Technical Safety BC Licence # 123456789 must be clearly visible front and side within the quote.
Job Quotes	Technical Safety BC Licence # 123456789 must be clearly visible front and side within the quote.
Estimates	Technical Safety BC Licence # 123456789 must be clearly visible front and side within the quote.
Permits	Technical Safety BC Licence # 123456789 must be clearly visible front and side within the quote.
Consent/Release (e.g. Letterhead)	If the document is being used to advertise the company's products or services then the document must contain "Technical Safety BC Licence # 123456789" clearly visible within the document.
Professional Services (e.g. Yellow Pages)	No requirement or regular phone directory listing advertisements.
Brochures, Handbills, Door Knockers, Mailers	Technical Safety BC Licence # 123456789 clearly visible on all side signage showing company name and/or brand.
Job Site Signage or Portable Signage (e.g. banners, Fence Signs)	Minimum font size of one inch high. Must be in easily readable contrasting colours so that the licence number is easily visible against the background colour
Activities in publications (e.g. Industry magazines, newsletters, etc.)	No requirement
Advertisements in publications (e.g. industry magazines, newsletters, etc.)	Technical Safety BC Licence # 123456789 clearly visible in the content.
TV Local appearances	No requirement
Radio (press appearances, advertisements)	No requirement
Public appearances	No requirement

Timeline

Consultation & Legislation Change

2018 - 2019

Engagement

April - May 2022

Communication

June - September and ongoing

Planning & Design

2021

Analysis & Updates

April - June 2022

In Effect

September 6, 2022

Impacts

- Potential impacts to Licensed contractors include the time and potential costs to update advertising materials as defined in the guidelines. Many changes are related to digital advertising (e.g. online marketplaces, websites, social media). Impacts will differ based on the scope of advertising of your company and what advertising channels are covered by the guidelines.
- We recognize that one set of guidelines across technologies and sizes of companies might not make sense; we want to know what works and doesn't for your industry and company, while being helpful to the public in differentiating licensed from unlicensed contractors.

References

[Safety Standards Act Section 71.1](#)

[Safety Standards General Regulation Section 37](#)

Participate!

Sign up for a focus group or complete the survey on the [Engage Site here](#)

Email us: engage@technicalsafetybc.ca