

ADVERTISING REQUIREMENTS FOR CONTRACTORS WHO DO NOT HOLD A CONTRACTOR LICENCE

It is an offence for a person who does not hold a QBCC contractor's licence to advertise to carry out building work, unless that person states in the advertisement the value of the work they are allowed to do without a licence.

What constitutes an advertisement?

The definition of an advertisement under the QBCC Act, and the associated Regulation, is very broad and includes spoken words (e.g. television or radio advertisements) as well as printed material.

For example, advertisements would include but are not limited to:

- Yellow Pages advertisements
- advertisements on the side of a vehicle
- newspaper advertisements
- radio/television advertisements
- websites and social media promotions.

What are the requirements?

Unlicensed contractors are required to state in their advertisements for building work the value of work they are entitled to carry out without a licence.

Some examples of statements that comply with these requirements include:

- "cannot perform building work valued in excess of \$3,300"
- "cannot perform building work valued at more than \$3,300"
- "only work valued at \$3,300 or less".

For advertisements expressly limited to pastoral and agricultural fencing no value statement is required as this is exempt building work.

However, if the advertisement also refers to fencing that is not limited to pastoral or

agricultural fencing it must contain the following value statement:

- "Cannot perform building work valued at more than \$3,300."

It is important to note that the following types of building work require a QBCC licence, regardless of the value of the work:

- building design
- plumbing and drainage
- gas fitting
- termite inspections
- reports and pre-purchase building inspections.

Unlicensed contractors are not able to perform this work and any advertisement by an unlicensed contractor for this type of work must state:

- "Cannot perform building work valued in excess of \$0."

For Hydraulic services design work, only work to a value of \$1,100 can be performed without a licence so an acceptable statement for this type of work would be:

- "Only work valued at \$1,100 or less."

Examples of advertisements that comply:

Home Handyman

Call John Smith on 0400 000 000

Cannot perform building work valued in excess of \$3,300

Small building jobs

Can only do work valued at \$3,300 or less

Call 3000 0000

John's Tiling

Call 3000 0000 for a quote
Cannot perform building work valued in
excess of \$3,300

John Brown

Kitchen improvements
Call: 0400 000 000
Cannot perform building work valued at more
than \$3,300

John Brown

Plastering, repairs, painting, tiling, woodwork.
All areas.
Call: 0400 000 000
Jobs under \$3,300 ONLY

John Brown

Plastering, repairs, painting, tiling, woodwork.
All areas.
Call: 0400 000 000
Jobs up to \$3,300 ONLY

The maximum penalty for an unlicensed contractor who fails to make such a statement in an advertisement is \$13,345. The requirement for unlicensed contractors to make this statement serves as an important warning to consumers, and protects appropriately licensed contractors from unfair competition.

If an advertisement by an unlicensed person does not refer to any sort of building work, no statement is required.

QBCC website link use

Links to QBCC's website may be placed on other websites. Any use of QBCC's logo, however, is a breach of the *Copyright Act 1968*, and may be the subject of legal action.

The QBCC logo cannot be used in any form.

Need more information

Call QBCC on 139 333, check out our website at www.qbcc.qld.gov.au or visit your local QBCC office.