

Date: June 18, 2020

To: All LCRB staff
All cannabis licensees
All local governments and Indigenous nations

Re: **Non-medical Cannabis Worker Training Program**

Please note: Training requirements take effect on September 30, 2020.

1. Selling It Right

Current Policy

In the future, people involved in the sale of non-medical cannabis will be required to complete a mandatory course. Licensees will receive notice when this training becomes available.

New Policy

As of September 30, 2020, those who engage in the sale or promotion of non-medical cannabis or who supervise those who sell or promote non-medical cannabis will be required to obtain a training certificate by successfully completing the 'Selling It Right' course. To ensure we don't put undue pressure on licensees during this challenging time, the LCRB is providing current licensees and their staff with time to complete the training before the regulation comes into force.

Training certificates are required for:

- All non-medical cannabis retail store licensees;
- Employees who sell non-medical cannabis;
- Employees who supervise other employees who sell non-medical cannabis;
- All marketing licence applicants;
- Marketing licensees;
- Employees who work for a marketing licensee and who promote or supervise the promotion of non-medical cannabis.
- Employees who act as an agent of a marketing licensee and who promote or supervise the promotion of non-medical cannabis.
- All B.C. Cannabis Store employees who sell or supervise employees who sell non-medical cannabis.

If the licensee is not an individual, an individual satisfactory to the general manager must complete the mandatory course as follows:

Type of Licensee	Who Needs Selling It Right
Private or public corporation	Authorized signing officer of the corporation
Indigenous nation	A person you identify as your representative
General partnership	At least one partner
Limited partnership	The general partner
Sole proprietor	The sole proprietor

Selling It Right can be found online at <https://www.responsible-service-bc.ca/>.

Those required to take training must obtain training certificates by September 30, 2020. Current marketing licensees must provide proof of completion to the LCRB by emailing a copy of their certificate to: lcrbcannabis@gov.bc.ca by September 30, 2020. Failure to comply with this requirement may result in enforcement action.

The cost of the course is \$35 plus GST. The training certificate is valid for a period of two years from the date of issuance.

Non-medical cannabis retail store licensees and marketing licensees must keep and maintain records of Selling It Right certification for a period of six years from the creation of the record, and six months after the licence expires or is cancelled.

Explanation

Selling It Right provides education for those involved in the legal sale and promotion of non-medical cannabis on the legal requirements for selling cannabis in a socially responsible manner.

Establishment of the Selling It Right training program supports the Branch's mission of promoting safe establishments and safe communities, minimizing the health and social harms of liquor and cannabis, and helping licensees succeed.

Providing training for everyone responsible for the sale and promotion of non-medical cannabis also aligns with government's priorities of protecting children and youth and promoting health and safety.

Further Information

Further information regarding liquor and cannabis control and licensing in British Columbia is available on the Liquor and Cannabis Regulation Branch website at <http://www.gov.bc.ca/liquorregulationandlicensing>

If you have any questions regarding these changes, please contact the Liquor and Cannabis

Regulation Branch toll free in Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by

Mary Sue Maloughney,
Assistant Deputy Minister and General Manager

Date: June 18, 2020

Subject: Establishment of Selling It Right under the CCLA

Authority: Section 113(1) of the *Cannabis Control and Licensing Act*

Directive: The general manager establishes Selling It Right as the general training program for the purposes of s. 113(1) of the *Cannabis Control and Licensing Act*.

Mary Sue Maloughney
Assistant Deputy Minister and General Manager
Liquor and Cannabis Regulation Branch

June 18, 2020
Effective Date