



## CONTENTS

1. What does the MFA E-learning program cover? .....	3
2. Who can take part in the program? .....	3
3. What does the e-Learning program include? .....	3
4. How can I become certified? .....	3
5. Can I apply for certification if I don't work at an MFA member agency?.....	3
6. How do I apply for Certification? .....	3
7. How much does it cost? .....	4
8. How do I pay for registration? .....	4
9. How do I organise a coupon? .....	4
10. How can I track the usage of my agency's MFA Digital Foundations coupon? .....	4
11. Where do the exams take place? .....	4
12. Can I participate in the e-Learning and not participate in the exam?.....	4
13. What happens if I can no longer participate in the E-learning program? .....	5
14. If I know I am unavailable on the dates of the exam, can I still register for the program? .....	5
15. What happens if I want to change the date, I am registered to attend the exam? .....	5
16. How do I prepare for the exam?.....	5
17. What to bring to the exam?.....	5
18. What happens if I am late to the exam? .....	6
19. What happens if I am registered however cannot attend on the day of the exam (due to illness, personal or professional reasons?).....	6
20. What will the exam cover? .....	6
21. When will examinees receive their exam results? .....	6
22. How will Examinees receive their exam result? .....	6
23. If an examinee did not pass, will they be able to see the results for each question?.....	6
24. Why is the pass rate 80%? .....	6
25. If an examinee achieved a result of 78-79%, is there a reason why they cannot be 'bumped up' a few marks to achieve a pass? .....	6
26. What happens if an examinee did not pass?.....	7
27. How can an examinee access their certificate? Is it a certificate or a badge? .....	7
28. What happens if one of the examinees has left my agency?.....	7
29. How can I verify the results of a potential employee?.....	7
30. Can I sit the Certificate II exam if I failed Certificate I?.....	7



31. Will the user have access to the content for all of the courses or does the content expire when a new course is released?.....	7
32. When will access to the e-Learning content expire?.....	7
33. I have just registered for an MFA e-Learning but cannot log into the e-Learning platform.....	8
34. How do I access the MFA e-Learning platform?.....	8
35. Why haven't I received an email with my e-Learning log in details?.....	8
36. I registered for Cert II exam only as I already passed Cert I. How do I gain access to e-Learning? .....	8
37. What happens if I'm on annual leave during the semester?.....	8
38. Can I take part in both Digital Foundations and Television Foundations during the same semester?..	8
39. Can I sit Certificate I during one semester and Certificate II in another? .....	8
40. I registered for a later semester but would like to bring this forward, is this possible?.....	8



## 1. What does the MFA E-learning program cover?

MFA E-learning covers two topics, MFA Digital Foundations and MFA Television Foundations programs. For more information, please review the relevant Fact Sheet.

[MFA Digital Foundations](#)

[MFA Television Foundations](#)

## 2. Who can take part in the program?

Anyone is welcome to register and take the exam and earn certification. However, gaining certification for Digital Foundations and Television Foundations is a mandatory requirement for advertising professionals with less than 2 years' experience who work at an MFA member agency (NB: not recommended for staff with less than 3 months experience).

## 3. What does the e-Learning program include?

Within each e-Learning program, participants have access to:

- Training Videos
- Study Guides
- Quiz Questions
- Practice Exams

Participants can utilise all materials provided or can select the particular resources which suit their preferred learning styling.

## 4. How can I become certified?

[MFA Digital Foundations](#)

To earn certification, you'll need to pass two x 90-minute exams (Certificate I and Certificate II). Achieving a minimum result of 80%.

[MFA Television Foundations](#)

To earn certification, you'll need to pass one x 90-minute exam, achieving a minimum result of 80%

## 5. Can I apply for certification if I don't work at an MFA member agency?

Yes. Please contact the MFA for costs and details.

## 6. How do I apply for Certification?

You can register for our MFA e-Learning programs [HERE](#).

If you need to book a resit or have already passed one of the Certificates, please email [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to arrange this.



## 7. How much does it cost?

Please visit our website for details.

[MFA Members](#)  
[Digital Foundations](#)  
[Television Foundations](#)

[Non-MFA Members](#)  
[Digital Foundations](#)  
[Television Foundations](#)

## 8. How do I pay for registration?

This needs to be discussed with your company. Options are:

- Individuals can pay online via credit/debit card
- Companies can purchase a coupon from the MFA and supply staff with a coupon code to use when making their exam registration booking. To organise a coupon, please contact the MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au).

## 9. How do I organise a coupon?

Please contact the MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au). You will need to know how many examinees you wish to pay for and a credit card.

## 10. How can I track the usage of my agency's MFA Digital Foundations coupon?

Please contact the MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au). We will supply a report of the coupon usage and any remaining credit amount.

## 11. Where do the exams take place?

As of 2020, the exams now take place online therefore are not restricted to location.

## 12. Can I participate in the e-Learning and not participate in the exam?

Yes, you participate in the learning only and not sit the exam. Please select 'I am not sitting an exam' from the dropdown when registering. This will not affect the cost.

However, please note, you will not receive MFA Certification unless you sit the exam.



### 13. What happens if I can no longer participate in the E-learning program?

MFA e-Learning Program bookings are non-transferrable.

- If you wish to **cancel more than 10 working days** before the start of e-learning semester date, we will refund the cost of the course.
- If you wish to **cancel less than 10 working days** before the start of e-learning semester date, no costs will be refunded.

If you wish to **cancel after the e-learning semester has started**, no costs will be refunded.

Please view our full [T&C's](#) for more information.

### 14. If I know I am unavailable on the dates of the exam, can I still register for the program?

We strongly advise if you know you are unable to attend the exam and wish to gain full certification, you register for the following semester instead.

### 15. What happens if I want to change the date, I am registered to attend the exam?

The MFA will make every effort to accommodate all requests to change the date of your exam booking, if we are advised more than 10 working days before the event date, pending availability.

Any change of date requests received less than 10 working days before the event date, cannot be accepted and the cancellation policy will apply.

All cancellations or date change requests must be notified in writing to the MFA Event Organiser, email: [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au).

### 16. How do I prepare for the exam?

To earn certification, you'll need to take the exam and achieve a minimum score of 80%.

Before you sit the exam, you will be given access to our e-Learning portal. This will include training videos, study guides, quiz questions and practice exams for you to use in preparation for the exam.

### 17. What to bring to the exam?

The exam is a closed book exam. You will be required to bring a laptop or tablet and a calculator (you will not be able to use your smartphone as a calculator during the exam).

Most importantly, you will need to bring your MFA Digital Foundations or MFA Television Foundations username and password (provided at the time of registration) to access the exam on the day. Without your username and password, you will not be able to access the online exam.



### **18. What happens if I am late to the exam?**

The exam will commence at the stated time at booking. Please ensure you arrive on time, anyone arriving after the exam commencement time will be unable to sit the exam.

### **19. What happens if I am registered however cannot attend on the day of the exam (due to illness, personal or professional reasons?)**

Please note, all bookings are non-transferrable.

You will be required to register for a resit exam and pay the resit fee.

### **20. What will the exam cover?**

Each exam is a 90 minute closed book online exam, containing a randomised selection of 100 multiple-choice questions.

Testing is rigorous, and we advise that all candidates study and use the practice exams prior to sitting the exam.

### **21. When will examinees receive their exam results?**

Examinees will be emailed with a link to their results within one week of exam completion. Results will be shared with each company's Digital/TV Champion prior to the release to examinees.

### **22. How will Examinees receive their exam result?**

Examinees will receive an email advising that results are now available to review, with a link to the MFA Digital Foundations or MFA Television Foundations Exam website. Examinees will need to login to the system using their username and password.

### **23. If an examinee did not pass, will they be able to see the results for each question?**

Individual question results are not available for review. However, examinees will be able to view their pass or fail result against each of the module subject areas.

### **24. Why is the pass rate 80%?**

As proof of knowledge to receive the certification, the leaders determined that a high pass rate was required for a foundation program.

### **25. If an examinee achieved a result of 78-79%, is there a reason why they cannot be 'bumped up' a few marks to achieve a pass?**

To gain certification the minimum pass score is 80%. and is not negotiable.



## 26. What happens if an examinee did not pass?

Individuals need to achieve a minimum of 80% to pass. If this is not achieved they will need to re-sit the full exam at the next scheduled available date.

Yes, they will need to pay the below administration fees:

- Digital Foundations: \$50 (+GST) per certificate
- Television Foundations: \$100 (+GST)

The next exam will likely be during the next semester. Please contact [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) for more information.

Your e-Learning account will be disabled at the end of the semester. You will need to register to re-sit the exam during the next semester and email [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to request access to the e-Learning platform. You will not have access to the content until the next semester starts.

## 27. How can an examinee access their certificate? Is it a certificate or a badge?

Successful examinees will be able to download their certificate and badges from their results page on the MFA website.

## 28. What happens if one of the examinees has left my agency?

The previous employee can contact us on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to download their certificate and badge.

## 29. How can I verify the results of a potential employee?

You can contact the MFA for verification.

## 30. Can I sit the Certificate II exam if I failed Certificate I?

Yes, you can. However, you will need to re-sit Certificate I at a later date to gain full certification.

## 31. Will the user have access to the content for all of the courses or does the content expire when a new course is released?

The content is released on a weekly basis however none of the content is removed during the semester. Once all of the content has been released, the user will have access to everything and can view this as many times as they wish.

## 32. When will access to the e-Learning content expire?

Access to the e-Learning platform will expire after the exams for that semester have taken place.



**33. I have just registered for an MFA e-Learning but cannot log into the e-Learning platform.**

You will not be granted access to the MFA e-Learning platform until the semester start date. All registered participants will receive an email on the semester start date with details on how to access the e-Learning platform. Please note, prior to this email, you will not be able to access the content.

**34. How do I access the MFA e-Learning platform?**

Please login to our MFA e-Learning platform [HERE..](#)

**35. Why haven't I received an email with my e-Learning log in details?**

Unfortunately, our automated emails are sometimes blocked. Please ask your IT department to ensure the following emails are not blacklisted [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) / [noreply@notify.thinkific.com](mailto:noreply@notify.thinkific.com). Please email MFA if the semester has commenced and you have not received your log in details.

**36. I registered for Cert II exam only as I already passed Cert I. How do I gain access to e-Learning?**

Please email [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to submit this request. The team will create an e-Learning account for you.

**37. What happens if I'm on annual leave during the semester?**

The content released during the weeks the participant is unavailable will remain accessible; therefore, it is down to the participant to catch up on return. We advise all participants to ensure they are available to study a course per week. However, if this is not possible, you have the option to catch up to suit your own schedule.

**38. Can I take part in both Digital Foundations and Television Foundations during the same semester?**

This is not advised. Both programs require a substantial amount of studying therefore we recommend enrolling for one program per semester.

**39. Can I sit Certificate I during one semester and Certificate II in another?**

No, both certificates must be sat during the same semester, unless you are resitting an exam.

**40. I registered for a later semester but would like to bring this forward, is this possible?**

If you registered for a semester taking place later in the year, and would like to bring your registration forward to an earlier semester, please email [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to arrange this. If you would like to transfer your semester to a later semester, please see 13.