

# MFA e-LEARNING PROGRAM

## FAQs



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### 1. What does the MFA e-Learning program cover and who can participate?

MFA e-Learning covers three topics:

#### 1) MFA Digital Foundations Certificate I and Certificate II

- a. Review Fact Sheet [HERE](#)
- b. Available to anyone – agency, media owner, clients
- c. Mandatory for MFA member staff with less than 2 years' experience

#### 2) MFA Television Foundation

- a. Review Fact Sheet [HERE](#)
- b. Available to anyone – agency, media owner, clients

#### 3) MFA How to Buy TV

- a. Review Fact Sheet [HERE](#)
- b. Restricted to MFA member agencies only
- c. Designed for those who have previously completed the MFA Television Foundations course

During each semester of your registered e-Learning program, participants gain access to:

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

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

If you do not work at an MFA Member Agency, please email the MFA at [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) for costs and details for MFA Digital and MFA Television Foundations only. MFA How to Buy Television is available for MFA member agencies only.

### 2. How do I gain MFA certification?

#### MFA Digital Foundations

To earn certification, you will need to pass two x 90-minute multiple choice closed book exams (Certificate I and Certificate II) and achieve a minimum result of 80%.

Both certificates must be completed during the same semester (unless you are resitting an exam).

#### MFA Television Foundations

To earn certification, you will need to pass one x 90-minute multiple choice closed book exam, achieving a minimum result of 80%.

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### **MFA How to Buy Television (MFA Member agencies ONLY)**

To earn certification there are two parts:

- 1) You will need to pass one x 90-minute multiple choice closed book exam, achieving a minimum result of 80%
- 2) Complete and deliver a Live TV Buy, which is assessed by your nominated Agency Mentor. This must be completed 8 months from the start of the semester you are registered to. Review the assessment overview [HERE](#)

The Agency Mentor must have at least 3+ years of Television trading experience. Their role is to provide support and assess the buy versus the scorecard.

### **3. How much does the e-Learning program and exam cost?**

Registration for:

- MFA Digital Foundations course includes access to both Certificate I and Certificate II e-Learning programs and exams and is one cost.
- MFA Television Foundations includes access to the e-Learning program and the exam.
- MFA How to Buy TV includes access to the e-Learning program and the exam.

See links below for costs:

#### **MFA MEMBERS**

[MFA Digital Foundations](#)

[MFA Television Foundations](#)

[MFA How to Buy Television](#)

#### **NON MEMBERS**

[MFA Digital Foundations](#)

[MFA Television Foundations](#)

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#### 4. What you need to know about your MFA accounts

For MFA e-Learning you will need to create two MFA accounts, in the following order:

##### **MFA Account**

An **MFA Account** is required to register to any MFA e-Learning programs. It provides you access to the exam, exam results and certificate/badge.

Login [HERE](#) to create or access your **MFA Account**

- **User:** your MOBILE NUMBER
- **Password:** that you set up
- Login to **Do your Exam**, view exam results, access your certificate and badge.
- You can also view when your exams are scheduled in 'My Events' under 'My Profile'.

##### **MFA e-Learning Account**

An **MFA e-Learning Account** is required to access the MFA e-Learning portal and your registered courses.

Login [HERE](#) to create or access your **MFA e-Learning Account**

- **User:** your WORK EMAIL
- **Password:** that you set up
- This is where your e-Learning courses will appear in your dashboard.
- Your course will not appear in your dashboard until your semester starts.
- You will receive an email from the e-Learning platform each Monday when a new course launches – refer to MFA website for the semester calendar.

##### **PLEASE NOTE:**

- **You cannot have more than one MFA Account or MFA e-Learning Account**
- **Both of these accounts sync therefore if your details in your MFA Account change it will affect your MFA e-Learning Account access i.e. Name, Mobile, Work Email and Company.**
- **Personal emails are not accepted.**

### 5. How to update your MFA accounts to access MFA e-Learning programs

It is important that you keep your MFA Account and MFA e-Learning Account up to date, in order to register and access the MFA e-Learning programs. **As both of these accounts sync if your details in your MFA Account change it will affect your MFA e-Learning Account access.**

Please ensure you update your MFA accounts if you have, for example:

- Moved company
- Change mobile number
- Changed email address
- Changed market that you work in

#### To update your MFA Account:

- Go to My Profile (top right)
- Click on EDIT PROFILE button and **update ALL information** – see screengrab below

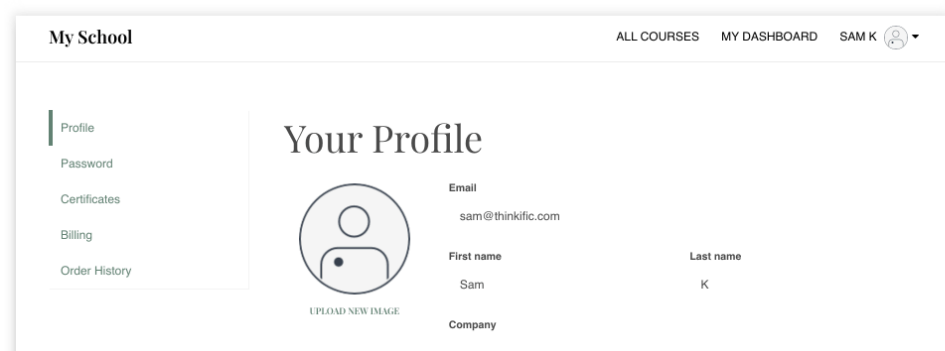
My Profile



- SAVE changes

#### To update your MFA e-Learning Account:

- Click on name in the top right header
- Click on MY ACCOUNT and **update your Company and email address only** – see screengrab below



- SAVE changes

Email the MFA at [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) for any queries.

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### 6. How do I register?

Login to your MFA Account [HERE](#)

- Click on **Register for MFA e-Learning Programs**
- Select the course you want to register to
- Select your exam date and time. **NOTE: For MFA Digital Foundations you must select an exam date and time for BOTH Certificate I and Certificate II when you register.**
- Please choose the exam date carefully as changes may not be possible.
- All exam dates and times are based on Sydney time.
- Registration must include your WORK email not personal email
- You will receive an email confirming your registration for the course, your exam date, time and payment. Please ensure you diarise the date and time of your exam
- Closer to the nominated exam date, you will receive a calendar invite with the exam zoom details.

#### NOTE: If you are using a coupon code to register:

- Ensure there is no space before or after the coupon code
- Ensure the correct coupon code for the nominated course is used
- The coupon code is upper and lower case sensitive

#### If you have completed the course and did not not pass the exam in a previous semester your options are:

1. Register and pay for the full semester course which provides access to the e-Learning materials and exam. **Note:** For MFA Digital Foundations when registering for the full course – select ‘I am not sitting an exam’ for the Certificate I or II that you passed already.
2. Register for the resit exam only – you will not have access to the e-Learning materials and the exam dates are advised after the exams in that semester have been completed. Please contact MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to be advised of registration details and resit dates.

#### Terms and Conditions

- Registrations cannot be transferred from one semester to another.
- Registrations cannot be transferred from one person to another.
- If you wish to **cancel more than 10 working days** before the start of the e-Learning semester date, we will refund the cost of the registration.
- If you wish to **cancel less than 10 working days** before the start of the e-Learning semester date, no costs will be refunded.
- If you wish to **cancel after the exam or the e-Learning semester has started**, no costs will be refunded.

#### Non-Members Only

You can participate in the MFA e-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 pass the exam.**



## 7. How do I pay for registration?

### MFA Member Agencies

- **Individuals**
  - Can register and pay via credit card only at the time of registration
  - Your agency may organise for a pre-paid coupon to use when you register. Contact your agency Champion (different at each agency, People Leader, MFA Champion etc) or speak to your manager.
- **Clients of MFA Member Agencies** - can organise a 55% discount:
  - Agency to send request through the MFA, and provide client name and number of participants
  - A discount coupon and registration instructions will be supplied to the agency to forward to their client
  - Payment via credit card only

### **Coupons**

- Pre-paid coupons can be purchased in bulk. For coupon purchase instructions contact MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au)
- Once purchased, provide the pre-paid coupon code to your staff to use when registering.
- Coupons purchased are valid for the nominated semester only.
- Coupons cannot be transferred from one semester to another
- Coupon usage/reconciliation – please contact MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to request a reconciliation of coupon usage after registrations have closed for the semester.

### MFA Non-Members

- Non-Member Agencies
- Media Owners/Publishers
- Advertisers/Clients (whose agencies are not MFA members)

### NGEN Member

If your company is a member of NGEN (and **not** a member of the MFA) you are entitled to 20% discount

Payment can be made as follows:

- For individuals, payment can be made via credit card only at the time of registration.
- Payment via credit card can be made for multiple registrants. Once the payment has been processed, a coupon code will be provided for staff to register.

For any queries please contact the MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au).



### **Resit Exams**

- Registration to resit exams are open after the exams for the e-Learning course have been completed.
- Please contact MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) to be advised when registration is open for the resit exam dates.
- An administration fee of \$55 plus gst applies with payment via credit card only. **Note:** Coupons cannot be purchased for resit exams.

### **e-Way Receipt/Tax Invoice**

Upon payment via credit card you will receive an eWay tax invoice receipt confirming details of your purchase and cost. Please ensure to keep these emails and/or share with your Manager for reimbursement.

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

Once you have registered and paid for the semester you will need to create an **MFA e-Learning Account** to access the MFA e-Learning platform.

Login [HERE](#) to your **MFA e-Learning Account** with your User (WORK email) and Password.

- All registered participants will receive an email on the semester start date with details on how to access the MFA e-Learning platform.
- Your course will not appear in your dashboard until the semester commences.
- You will receive an email from the e-Learning platform each Monday when a new course launches.
- You will only have access to the e-Learning platform for the semester that you are registered to.
- Each semester access to the MFA e-Learning platform will expire after the exams have taken place.

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)
- [mfa@mediafederation.org.au](mailto:mfa@mediafederation.org.au)
- [noreply@notify.thinkific.com](mailto:noreply@notify.thinkific.com).
- [notifications@notify.thinkific.com](mailto:notifications@notify.thinkific.com)

Please email MFA on [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) if the semester has commenced and you have not received a link to set up.

**If you are unavailable or on leave** during the semester when the content is released, you can catch up on your return. Our recommendation to all participants is to ensure they are available to study a course per week.





### 9. What do I need to know about the exam

**The Pass rate is 80%.** As proof of knowledge, to gain certification the minimum pass score is 80%. If this is not achieved, you will need to resit the full exam at the next scheduled available date.

**NOTE: For MFA Digital Foundations if you do not pass Certificate I, you can continue and complete Certificate II within the same semester. MFA Digital Foundations is 8 separate topics, covered over two Certificates.**

The exams take place online via Zoom therefore are not restricted to location. All exam dates and times are based on Sydney time.

#### Where to find your exam date and time:

- Login to your **MFA Account** [HERE](#) with your User (mobile) and Password.
- Under My Profile select the tab My Events.
- Your exam date and time will appear.

#### Before the exam:

- 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 review the practice exams prior to sitting the exam.
- You have access to the MFA e-Learning portal during your semester only. This will include training videos, study guides, quiz questions and practice exams for you to use in preparation for the exam.
- Please watch this [2-minute video](#) which explains what to expect, prior to the exam.
- Calendar invite with the exam and zoom details.
- **Zoom installed** on your laptop along with access to use this.

#### Day of the Exam:

Please ensure:

- Laptop/PC – ensure it is fully charged
- Mobile phones must be turned off
- Your MFA Account details: User (mobile) and Password
- A handheld calculator, or there is a calculator within the exam platform (you will not be able to use Excel or your mobile phones).
- Proof of identification – Photo ID (i.e. photographic driver's license, passport etc.)
- A strong internet connection
- Turn off all notifications on your laptop
- A quiet room where you will be working independently (no background noise etc)
- Microphone and camera ON at all times
- Scrap paper for workings (a notepad is not allowed)

***The MFA follows a strict schedule for exams and check-ins. Please ensure you arrive on time, anyone arriving after the exam commencement time will be unable to sit the exam. You will be required to register and pay an administration fee to sit the resit exam at a later date.***



### 10. Can I change my exam dates?

The MFA will make every effort to accommodate change of exam date requests within the same semester, if advised **more than 10 working days** before the booked exam 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.

If you are unable to sit the exam due to illness, personal, professional reasons, please note all bookings are non-transferrable. You will be required to register for a resit exam and pay the resit fee.

**All cancellations or date change requests must be notified in writing to [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au)**

### 11. How do I access my exam results?

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

To view your results:

- Login to your **MFA Account** [HERE](#) with your User (mobile) and Password.
- Go to [My Account](#) (top right)
- In the dropdown menu select [Exam Results/Certificates](#)

Pass

- If you Pass you can download your **Certificate** and **Badge**
- Click the button with instructions on how to add to your LinkedIn account

Fail

- Next to your exam result click the 'DETAILS' button.
- This provides a guide to the exam question categories that you over or underperformed in.
- We do not provide the answers to exam questions you answered incorrectly.
- To gain certification you can resit the full exam at the next scheduled available date.

The next exam will likely be during the next semester. Contact [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au) for more information on resit dates and times.

### 12. How do I register and pay for Resit Exams?

For all resit exams an administration fee of \$55 plus gst applies per person, with payment via credit card only when you register. Coupons are not available for resit exams.

Resit exam scenarios:

- I. If you do not pass your exam in the semester you are registered to, resit exams are scheduled after all the exams for that course /semester have been completed. Details on how to register will be emailed to you.
- II. If you are unable to sit the resit exam in the semester you are registered to, you will have to wait until the next available date which will be in another semester. You will not have access to the e-Learning platform, you will only have the study guides that you downloaded from the semester you were registered to.



- III. Re-register and re-pay for the full semester course which provides access to the e-Learning materials and exam. **Note:** For MFA Digital Foundations when registering for the full course – select ‘I am not sitting an exam’ for Certificate I or II that you had passed in the previous semester.

### 13. Why am I not receiving any e-Learning notifications?

Automated emails are sent from our MFA and MFA e-Learning systems to ensure you are kept up to date with your e-Learning courses and exam reminders.

Unfortunately, our automated emails are sometimes blocked. Please check and ask your IT department to ensure the following emails are not blacklisted:

- [mfaelearning@mediafederation.org.au](mailto:mfaelearning@mediafederation.org.au)
- [mfa@mediafederation.org.au](mailto:mfa@mediafederation.org.au)
- [noreply@notify.thinkific.com](mailto:noreply@notify.thinkific.com)
- [notifications@notify.thinkific.com](mailto:notifications@notify.thinkific.com)

### 14. MFA Cancellation and Terms and Conditions

MFA e-Learning Program bookings are non-transferrable from one semester to another or from one registrant to another.

- 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.
- If you no longer want to participate in the program after it has started, we can cancel the registration, however, please note that the cost is not refundable. If you want to complete the program at a later date you will need to re-register and re-pay.

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