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THE FRENCH

BEAUTY ACADEMY



THE FUTURE OF BEAUTY

COURSE GUIDE



*“The best beauty academy in Australia,
if not the world”*

EDITOR-IN-CHIEF
EDWINA MCCANN

VOGUE
AUSTRALIA

THE FUTURE OF BEAUTY

NEXT GENERATION TRAINING FOR THE JOBS OF TOMORROW

Learn this world-first curriculum that was co-developed with the biggest names in the industry to include the most cutting-edge training in the latest skin therapies and treatments. Not satisfied with just training the fundamentals of beauty therapy, we want to ensure you are trained for the beauty jobs of today and tomorrow. Teaching the latest cutting-edge skin therapy treatments combined with the business knowledge needed to be a successful beauty business owner or manager, this program is the premier qualification for those those aspiring to a career within the beauty industry who want to expand their employability, career opportunities and increase their earning potential.

**SHB50121 DIPLOMA OF BEAUTY THERAPY
& SHB50216 DIPLOMA OF SALON MANAGEMENT**

Duration: 12 Months

VET Student Loans Approved: Yes*

Nationally Accredited Course: Yes

Delivery Mode: On campus, online and flexible

Locations: Gold Coast, Brisbane, Adelaide

*VET Student Loans is an Australian Government loan scheme to assist eligible students studying diploma level and above qualifications to pay their tuition fees. The French is a registered VET Student Loans Provider. For more information and to determine your eligibility to access this funding please contact a Student Advisor or visit the Department of Education, Skills and Employment website. Note: VET Student Loans will not be approved for students who do not meet eligibility requirements. A VET student loan gives rise to a HELP debt that continues to be a debt to the Commonwealth until it is repaid.

WHAT YOU WILL LEARN

FUTURE OF BEAUTY | DUAL DIPLOMA SHB50121 DIPLOMA OF BEAUTY THERAPY AND
SHB50216 DIPLOMA OF SALON MANAGEMENT

BEAUTY THERAPY SERVICES

SHBBMUP009	Design and apply make-up
SHBBINF002	Maintain infection control standards
SHBBBOS009	Provide aromatherapy massages
SHBBBOS008	Provide body massages
SHBBSSC002	Incorporate knowledge of body structures and functions into beauty therapy
SHBBFAS004	Provide lash and brow services
SHBBNLS007	Provide manicure and pedicare services
SHBBSPA007	Provide stone therapy massages
SHBBHRS010	Provide waxing services
SHBBNLS011	Use electric file equipment for nail services
SHBBBOS010	Use reflexology relaxation techniques in beauty treatments

SKIN THERAPIES AND NUTRITION

SHBXCCS006	Provide micro-dermabrasion treatments
SHBBFAS006	Provide specialised facial treatments
SHBBFAS005	Provide facial treatments and skin care recommendations
SHBBSSC001	Incorporate knowledge of skin structure and functions into beauty therapy
SHBXCCS006	Promote healthy nutritional options in a beauty therapy context

NEW EXCITING DERMAL STUDY AREAS

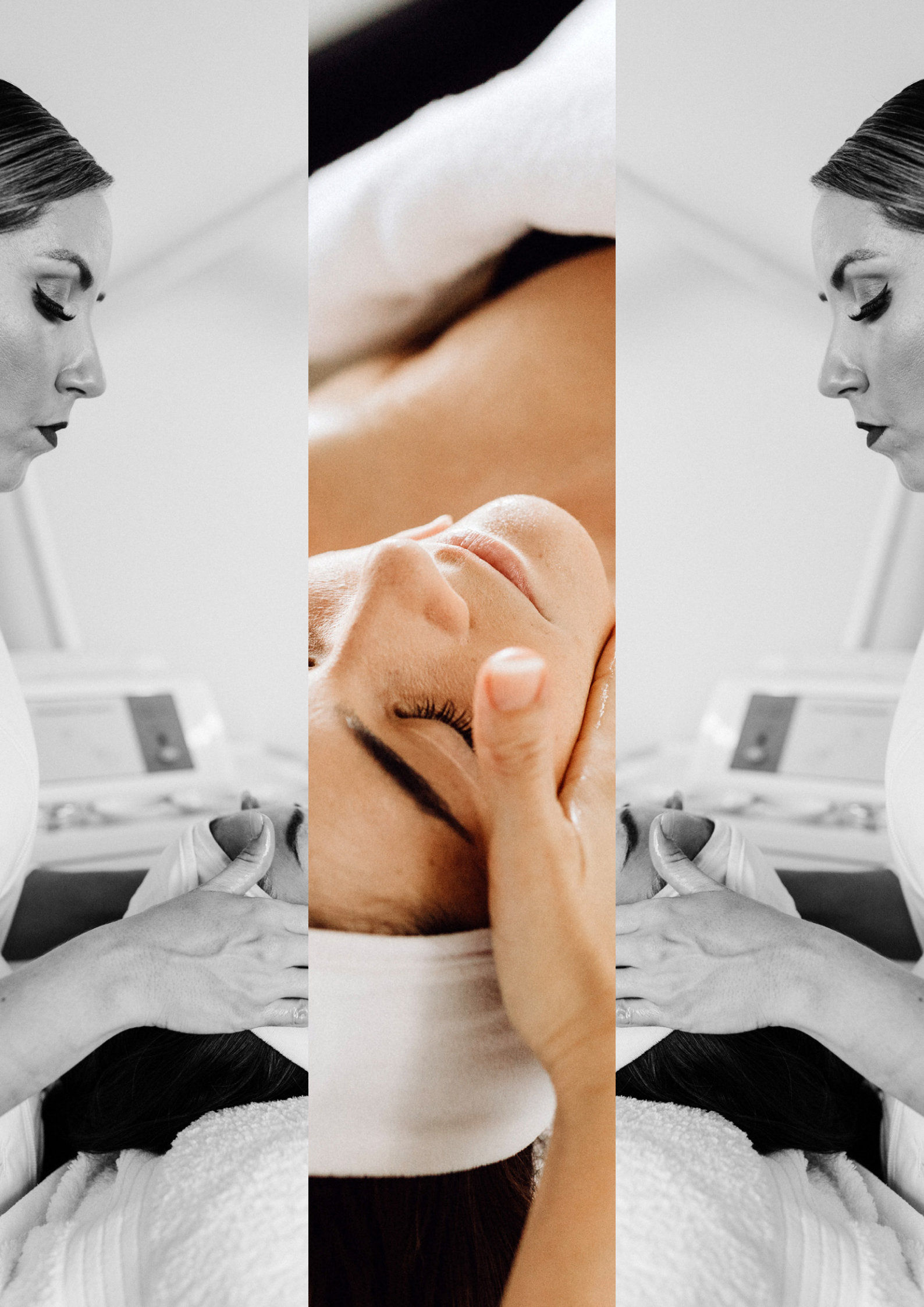
Epidermal Resurfacing
LED Light Therapy
Advanced Cosmeceutical Product Knowledge
Bi-directional Beauty
Skin Imaging
Clean & Sustainable Beauty

BUSINESS MANAGEMENT AND UNDERSTANDINGS

SHBBCCS005	Advise on beauty products and services
SIRXSLS001	Sell to the retail customer
SHBXWHS003	Apply safe hygiene, health and work practices
SHBXIND003	Comply with organisational requirements within a personal services environment
SHBXCCS007	Conduct salon financial transactions
SHBXCCS008	Provide salon services to clients
TAEDEL301A	Provide work skill instruction
SIRXOSM002	Maintain ethical and professional standards when using social media and online platforms
SHBXCCS005	Maintain health and wellbeing in a personal services setting
BSBWOR501	Manage personal work priorities and professional development
BSBHRM506	Manage recruitment selection and induction processes
SHBXPSM002	Manage treatment services and sales delivery
SHBXPSM003	Promote a personal services business
SHBXWHS002	Provide a safe work environment
SHBBRES003	Research and apply beauty industry information
BSBHRM404	Review human resource functions



NOTE – The French Beauty Academy reserves the right to change or substitute any competencies listed should it be required by any government regulatory body or it is deemed that such change or substitution would enhance the course content.



TESTIMONIAL

“My favourite part about studying at The French was the fact that I could tailor the course to my current life circumstances and fit it in with my family and work commitments. The course was fabulous, I was able to ‘have it all’ and slowly build the life of my dreams.”

- Emerald

DERMAL THERAPIST | BLANC SKIN

“Doing each block in one week made it easy to complete. It was great that you could come into the campus to study and complete work with support from the teachers instead of feeling stuck at home. The flexible study option provided me with so much freedom and in all honesty I felt so supported as if I still had my teacher right by my side the whole way!”

- French Alumni

DUAL DIPLOMA ONLINE

“I just completed my dual diploma in beauty therapy and screen and media. I was so nervous and scared when I started, but the staff here go above and beyond. I had personal issues during the course and I was given support so I could do my best. If you’re looking to get into the beauty industry, the only place to study it’s at the French. They have amazing facilities. I am sad that I have finished my studies, I will miss all the amazing educators and other staff members. The French will make you the best beauty therapist you can be.”

- French Alumni Siloh

DUAL DIPLOMA

Business Tips from *Alumni Entrepreneurs*

We sat down with some small business owners (who also happen to be French Alumni) to exclusively reveal their experience and business advice!



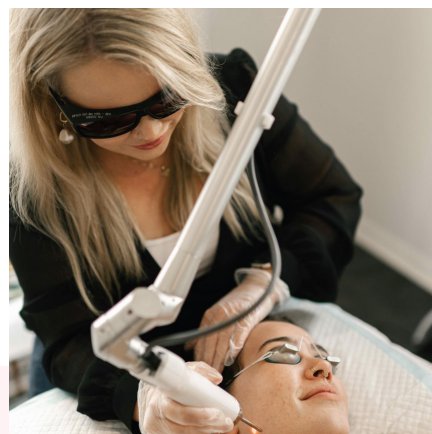
LUISA
HOME BUSINESS FOUNDER
INSPIRED BY ISA



ELOISE
HOME BUSINESS FOUNDER
TORRISI BEAUTY



GENNA
SKINCARE LINE FOUNDER
THE LEAF SKIN CO



KRYSTAL
HOME BUSINESS FOUNDER
ISKIN ENVY AESTHETICS

WHAT WERE THE FIRST STEPS YOU TOOK TO START YOUR BUSINESS?

G: I didn't follow any steps! It was more a cyclone of ideas and scribbled notes. Then I went back and looked at the business modules from The French which give me the base to outline everything.

K: In all honesty, I really didn't know what I was doing! But I had an idea of my end goal and planned small goals to help me reach that target.

L: My very first step was coming up with a business name and mission statement. Then I set up my ABN along and then made a list with all the next steps.

E: The first thing I did was consider my expenses to make a budget and then create a business plan. Once I had these things in place, I registered my business and domain name, then set up the necessary insurances.

WHAT IS A CHALLENGE YOU'VE HAD TO OVERCOME?

G: It can be hard to find the motivation to get things done when you are the only one there to make the decision. But I lean on my support network to cheerlead for me!

K: I like to believe I can do everything myself which is not healthy, so I've learnt to outsource so I can spend time focusing on the business

L: Gaining new clientele and finding my target audience and niche was super hard. So I made flyers and dropped them in mailboxes of my local area as well as partnering with other small business and local community groups.

E: My self-doubt was one of the biggest challenges I had to overcome. I remember lots of teary moments when I felt certain I would never be good enough. The best thing I did was learn to lean into being myself. Once I let go of what I thought I needed to be, I was able to create a business that reflects my personality and which I feel very proud to have created.

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IF YOU COULD ONLY SHARE JUST ONE BUSINESS TIP, WHAT WOULD IT BE?

G: There is no right way to start! Follow your passion.

K: Don't forget to reach out and ask for help.

L: Go for it! If you don't try, you'll never know.

E: Just keep going! You will figure it all out.

WHAT DID YOU LEARN AT THE FRENCH THAT HAS HELPED YOU ON YOUR BUSINESS JOURNEY?

G: I learnt that the individual qualities I possess that make me successful, will make my business successful too.

K: Resilience! There will always be good times and bad times however, your actions will determine the outcome.

L: The importance of client care. From your consultation, during the treatment and as the client leaves, it's all an experience.

E: To always act with integrity. You have no one checking in on you, and no one holding you accountable, so you need to be your own manager.

**PLACES ARE FILLING FAST
FOR OUR NEXT INTAKE!**



HOW TO APPLY



1

BOOK A
CAMPUS TOUR



2

SUBMIT YOUR
APPLICATION



3

YOUR APPLICATION
IS REVIEWED



4

ONCE APPROVED,
YOUR ENROLMENT
IS CONFIRMED

Where are all the Beauty Therapists?



Australia's beauty industry is experiencing a significant skills shortage of beauty therapists, with Medi-Clinics, Salons and Spas desperate for skilled staff.

Over the past five years, this skills gap has widened due to an increased demand for in-clinic beauty therapy treatments among Australian consumers. These treatments include salon classics like waxing, massage, tinting, manicure/pedicures, body treatments, aromatherapy and spa therapy as well as new emerging treatments like Hydrafacial, advanced skin imaging, body contouring, non-surgical facelifts, laser therapies and more.

"There is an overwhelming demand for industry-ready graduates trained in the latest aesthetic treatments, devices and modalities, coupled with massive sector growth," says The French Beauty Academy's CEO, Luke French.

Not only is there an industry skills shortage, but The National Industry Insights Committee predicts significant growth across all beauty industry

areas, with demand for beauty therapists expected to increase 20% by 2024, meaning it's the perfect time for those who are considering a career in beauty therapy to follow their dream.

DEMAND FOR BEAUTY THERAPISTS IS EXPECTED TO INCREASE 20% BY 2024

This sector growth means there will continue to be plenty of opportunities for those in beauty therapy to find employment and establish themselves in the industry. With a high demand for qualified professionals and job security, a career in beauty therapy can be both fulfilling and financially rewarding. A skills shortage often means there are also more opportunities for career advancement and progression as companies struggle to find qualified professionals.

ACCORDING TO THE NATIONAL CENTRE FOR VOCATIONAL EDUCATION RESEARCH, AUSTRALIA CURRENTLY HAS APPROXIMATELY ONLY 1 BEAUTY THERAPIST*GRADUATING FOR EVERY 10 BEAUTY JOBS AVAILABLE!

