



INSTITUTE OF CERTIFIED
FRANCHISE EXECUTIVES



ENROL RECERTIFY

CFE Enrolment & Recertification
Application Form

What is the Certified Franchise Executive Program?

The Certified Franchise Executive™ (CFE) program is the **gold standard** for professional development in franchising. Thousands of franchise professionals at every stage of their careers have reached new levels of professional success after achieving the CFE certification.

The Certified Franchise Executive™ (CFE) program is a rigorous and comprehensive program designed to meet you where you are and increase your knowledge and growth exponentially. CFE courses and credit opportunities are easily accessible online on the **Franchise Council of Australia's website**, which include FCA masterclasses, conferences, and networking events.

GRADUATE TESTIMONIAL



Initiatives like the FCA's CFE program have provided me continuous learning, development and career progression.

The invaluable education, collaboration and networking opportunities are what makes the FCA's CFE program so ideal for anyone working within the franchise sector.



Chris Farrell
*Communications and
Engagement Manager,
The Lottery Corporation*

CFE 2023 - 2024
GRADUATES



Benefits of Getting Involved



PROFESSIONAL DEVELOPMENT

CFE Program participants complete courses in business development, franchise law, human resources management, finance, strategic planning, and more to gain insights into franchise strategies and operations.



INDUSTRY RECOGNITION & PROFESSIONAL STANDING

The CFE designation is a symbol of leadership and accomplishment throughout the franchise community. It is currently the only certification program offered through FCA and has been recognized in the franchise industry for over 30 years. Many franchise brands strongly desire the CFE designation for leadership roles and promotion.



PEER NETWORKING

The CFE Program combined with FCA events creates rich opportunities for you to network and learn from industry professionals. Beyond in-person events, the program maintains a robust online presence for virtual networking and best practice sharing on LinkedIn.



COMMITMENT TO FRANCHISING

The CFE designation exemplifies your commitment and passion for franchise management within the greater franchising community.

PROGRAM TOPICS



Franchising Fundamentals



Navigating Franchise Law



Buy and Grow Your Franchise



Franchise HR Infrastructure



Leading Franchise Teams



Building a Profitable Relationship with Your Franchisor



Franchise Conference Success



Compliance and Performance



Women in Franchising



Communication Strategies



Payroll Management



Community Engagement



Workplace Safety & Wellbeing

WANT MORE INFO?

Feel free to contact our Admin and Education Officer to discuss whether the CFE is right for your franchising goals!



Jessica Mennea

Education Support Officer
Franchise Council of Australia

jessica.mennea@franchise.org.au
03 9508 0833

CFE ENROLMENT APPLICATION/RECERTIFICATION

The CFE program is a globally recognised accreditation that celebrates ongoing professional development within the franchise sector and the only one of its kind in the world.



INSTITUTE OF CERTIFIED
FRANCHISE EXECUTIVES

If **new applicant** please skip sections labelled "recertification only".

If applying for **recertification** please skip sections labelled "new applicant only".

Please complete the application form and return to education@franchise.org.au

If you have any questions please call 1300 669 030

Application and Personal Data Statement

Required for both new applicants and recertification.

First Name		Last Name		
Job Role		Company		
Address		State	Postcode	
Telephone	Fax	ABN	Operating in: NSW/VIC/SA/NT/ACT/QLD/WA	
Website				
Email				
Franchisor	Franchisee	Service Provider	Non-Member	Other (please specify):

Education *new applicant only

List educational institutions attended beyond high school

Institution	Degree	Dates
Institution	Degree	Dates
Institution	Degree	Dates

Special Achievements *new applicant only

List any special achievements such as: awards, publications, FCA presentations, or special franchise achievements you have received.

FCA Activity *new applicant only

List your involvement with any FCA committees.

Position/Activity Committee	Dates: From	to	Total Years
Position/Activity Committee	Dates: From	to	Total Years
Position/Activity Committee	Dates: From	to	Total Years

Franchise Experience *new applicant only

500 credits maximum; 100 credits per year for work experience in the franchise sector (attach additional page if necessary).

Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years

CFE RECERTIFICATION APPLICATION

Do not complete this page if new applicant.



The process for CFE Recertification is relatively straight forward. The aim is to ensure that ongoing experience, participation and education in the sector continues.

You are required to accumulate a total of **1,200 CFE Credits** (comprised of **300 credits in Experience, 500 credits in Participation and 400 in Education**) over a period of 3 years in order to maintain your certification.

This form has been created to help you keep record of your professional development progress and is to be returned to education@franchise.org.au.

Participation *recertification only (500 credits)

List your involvement with any FCA Committees, attendance at events or other.

Education *recertification only (400 credits)

List any CFE approved courses you have completed since your CFE Graduation. Please provide evidence of each.

Course	Date
Course	Date
Course	Date
Course	Date
Course	Date
Course	Date

Franchise Experience *recertification only (300 credits)

List franchising work experience you have had since your CFE Graduation.

Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years
Company			
Position	Dates: From	to	Total Years

CFE APPLICATION ACKNOWLEDGEMENT AND PAYMENT TYPE

All applicants must complete this page.



Acknowledgement

Confirm all information listed in this form is accurate.

I certify that the information contained in this Application & Personal Data Statement for the Institute of Certified Franchise Executives (ICFE) is true and correct in all material respects. I understand that the purpose of this document is to enrol me in the Institute of Certified Franchise Executives and provide relevant information for evaluation to determine credits toward certification to which my educational and franchising experience and achievements may entitle me. I understand that filing this document does not entitle me to the CFE designation and that I must complete the prescribed curriculum of the ICFE educational program, including any prescribed and/or written examinations, in order to become eligible for certification. I hereby further certify that I adhere to the member Standards of the Franchise Council of Australia.

Signature

Date

Payment Type

Select based on your current FCA membership status. (Costs are incl. GST)

New Applicant (FCA Member) \$675

New Applicant (Non-member) \$998

Recertification (FCA Member) \$395

Recertification (Non-member) \$698