

- + Hair
- + Beauty
- + Massage

course guide

2020



HAIR, BEAUTY &
WELLNESS ACADEMY



WELCOME TO PURE

Pure Hair, Beauty and Wellness Academy is our hairdressing, barbering, beauty and massage therapy training facility located at our Warrnambool campus.

At Pure Academy, we prepare you for the workplace by providing curriculum, facilities and training that is relevant to actual job requirements.

The fully-functioning hair and beauty salon and massage clinic - complete with industry-specific equipment and product ranges - provide you with modern facilities for a real-life industry experience with regular salon clientele.

In our hands-on practical courses, our expert trainers will assist you in mastering your skills to meet the growing needs of the hair, beauty and massage industry, ensuring you are job ready when you graduate. Our training includes free workshops incorporating the latest products and trends through our established network of industry connections to help you gain the confidence to succeed in your chosen career.

Pure Living Hair and Beauty and Pure Living Barber Shop are our newest salons located at Lyndoch Living. They offer students additional opportunities to deliver services at an industry standard while focusing on client communication skills with the outlook to maximise employment opportunities.





“I’M LOVING THE COURSE AND I HAVE NOW GAINED EMPLOYMENT AT A SALON IN PORTLAND. I LOVE THE CLIENT SATISFACTION AND THE VARIETY OF WORK. EVERYONE’S HAIR IS SO DIFFERENT.”

MICHAEL MAEOLA
CERTIFICATE III IN
BARBERING

WHY CHOOSE PURE ACADEMY

Pure Academy has been named Educator of the Year finalist for two years in a row in the Australian Beauty Industry Awards.

Our dedicated teachers are not only hair, beauty, wellness and business professionals but also highly qualified teachers who are all working in their industries ensuring our students are mentored in the latest industry practices and techniques.

We only use high quality, readily available leading brand products and equipment.

Our industry partners consistently provide free workshops and training to ensure you are up-to-date with emerging industry trends.

We train in a state-of-the-art salon and clinic fitted with the latest equipment as used by today’s savvy hair, beauty and wellness leaders.

You are secure in the knowledge that you will gain nationally recognised qualifications in a supportive, inclusive and industry current environment.

Our student support and mentoring programs encourage you to relish your first steps towards realising your career. You can access a variety of support services including:

- Health service support
- Student wellbeing support
- Career guidance and welfare services
- Disability support services
- Learning support and tutoring
- Koorie support
- Apprenticeship and trainee support
- Individually mapped support for re-engaging students

SEE WHERE A QUALIFICATION IN HAIR, BEAUTY & MASSAGE COULD TAKE YOU:

- Hairdresser
- Barber
- Aromatherapist
- Spa owner
- Salon owner
- Skincare retailer
- Cosmetic retailer
- Nail technician
- Nail artist
- Film/TV make-up artist
- Cosmetic demonstrator
- Make-up consultant
- Photography make-up artist
- Beauty therapist
- Personal stylist
- Colourist
- Stylist
- Film/TV stylist
- Massage therapist
- Natural therapist
- Remedial therapist

HOW TO APPLY

There are five simple steps to apply for a course with us.

APPLY FOR A SWTAFE COURSE *

1 APPLY

Visit swtafe.edu.au to apply.

Click the Apply Now button on either the home page or on a specific course page. You will need to fill out a short online application form. Once this form is submitted we'll send you a thank-you email.

2 GET READY

Your thank-you email will contain three things:

1. A link up to our Pre-Training Review to help us tailor your training
2. A link to set up your unique student identifier (unless you already have one)
3. A link to find out if you may be eligible for government-subsidised training

3 CHAT WITH YOUR TEACHER

You will be contacted by a teacher or course specialist to chat about your Pre-Training Review outcomes and provide you with additional course information.

You can also chat with your teacher about getting your prior skills or course relevant qualifications recognised..

4 ENROL

After chatting with a teacher you will receive another email, containing:

1. Your enrolment form which you can fill out online
2. A link to verify your identification.

5 SIGN

Once you've completed your enrolment form and verified your identification you will receive your student declaration form to review and sign. You can sign this digitally via your smartphone, computer or tablet.

If you need assistance with enrolling, contact our Customer Service team on 1300 648 911 or visit your nearest campus.

APPLY FOR A SWTAFE APPRENTICESHIP OR TRAINEESHIP *

1 FIND A JOB

Find a job as an apprentice or trainee. You could use your existing job, or find one through an Apprenticeship Centre, a Group Training Company, or the Pathfinders Skills & Jobs Centre.

2 REGISTER

Register with an Australian Apprenticeship Support Network (AASN) and nominate SWTAFE as your training provider (your employer will usually do this for you).

3 GET YOUR DELTA NUMBER

Receive your AASN registration number, which is called a 'Delta Number'.

4 PRE-TRAINING REVIEW

SWTAFE staff will contact you to organise your Pre-Training Review (once your AASN registration is complete and you have received your 'Delta Number').

5 ENROL

Complete the enrolment form provided to you and provide your identification.

* BEFORE APPLYING...

Before applying, we suggest that you come along to an information session.

At these sessions you can find out more about the courses, career opportunities, placement requirements and chat with a course specialist. Find upcoming dates for information sessions at swtafe.edu.au/infosessions

FEES

Studying at TAFE will incur some fees. These are largely dependent on whether or not you meet eligibility criteria for a government funded place.

The Victorian Government's Skills First program provides subsidies to make training more affordable by reducing the contribution that you'll need to pay for study with SWTAFE, saving up to 80 per cent on your fees. There are also subsidies available for some concession card holders as well as a range of scholarships on offer (see below).

While these government-subsidies help reduce the cost of your course tuition fees, there may still be costs that you will be required to pay, such as course materials, uniform, excursions, books etc.

HOW CAN I PAY?

Up-front

Pay all your fees before starting your course.

Payment plan

You can organise to pay in instalments over the duration of your course.

Scholarship

You can apply for a number of scholarships that may assist in paying your tuition fees.

VET Student Loan

If you're studying selected diplomas or advanced diplomas, you may be able to apply for a loan from the Australian government.

Repayments are made through the Australian Taxation Office (which are deducted from your salary once you start earning over a certain amount).

SCHOLARSHIPS

Our scholarships create opportunities for those who might not otherwise have access to study, and recognise those who have the drive and commitment to achieve their future goals.

Scholarships can assist with study-related costs whether they are course fees, materials required for your course, costs associated with attending industry events or any equipment you may need for study.

Each scholarship has its own criteria and the application process can vary from one scholarship to the next.

Visit swtafe.edu.au/scholarships for more information and how to apply.



2020 COURSES

BEAUTY

Certificate III in Beauty Services SHB30115

LOCATION Warrnambool campus
 DURATION Day class: Three days a week for six months
 Also available as a night class
 START DATE Day class: February, July

If you love all things beauty related then this course is for you. In this hands-on course you will learn a variety of skills and knowledge to become a professional beautician capable of providing a range of beauty services including: nail services, waxing, lash and brow treatments, tanning, make-up application and lash extensions. The Certificate III in Beauty Services at South West TAFE will allow you to get essential hands-on practice in a real salon environment in our dynamic and vibrant Pure Academy Salon.

Certificate IV in Beauty Therapy SHB40115

LOCATION Warrnambool campus
 DURATION February: Full-time, nine months. Four days a week
 July: Full-time, 12 months. Three days a week
 START DATE February, July

Jobs in the beauty sector are expected to increase by more than 25 per cent in the next four years so why not start your career now? This course focuses on providing you with the skills to become a confident beauty therapist and to provide a variety of beauty treatments and services, including lash and brow treatments, eyelash extensions, nail services, facial treatments, make-up application, body massage, body treatments, aromatherapy massage and waxing.

You will gain valuable hands-on experience working in the Pure Academy Salon during your course and have access to free workshops with our reputable industry partners.

Diploma of Beauty Therapy SHB50115

LOCATION Warrnambool campus
 DURATION Full-time, 12 months.
 Four days a week
 START DATE February, July

This comprehensive beauty course will give you the skills and confidence to work in a variety of beauty areas including day spas, resorts and retreats. You will learn a wide variety of beauty services including spa services, specialised facial treatments, body treatments, body massage, hot stone therapy, aromatherapy massage, waxing, lash and brow treatments, nail services, make-up and eyelash extensions.

In consultation with our industry partners, you will have the opportunity to undertake work placement as part of your course, gaining invaluable experience in a professional environment. You will also get essential hands-on practice in a real salon environment in our dynamic and vibrant Pure Academy Salon. You will go on an excursion to a leading day spa along with free access to up-to-date workshops with our industry partners.

MAKE-UP

Certificate III in Make-up SHB30215

LOCATION Warrnambool campus
 DURATION Full-time, six months. Three days a week
 START DATE February, July

If you love make-up as much as we do, come and explore the world of make-up artistry in this nationally-recognised and comprehensive course. Along with the basic principles of make-up application, skills covered include airbrush make-up, remedial camouflage make-up, creative make-up and session styling – a collaboration of hair and make-up to produce creative and innovative looks. This course is ideal for those wanting to gain employment as make-up artists and to apply their skills across the beauty, fashion, media and entertainment industries. You will also have access to free workshops with our reputable industry partners.

NAIL TECHNOLOGY

Certificate III in Nail Technology SHB30315

LOCATION Warrnambool campus
 DURATION Full-time, six months. Two and a half days a week
 START DATE February, July

The Certificate III in Nail Technology offers a perfect introduction to the world of nails. This course covers a combination of practical skills and business related training to help you become a skilled and confident nail technician. You will learn manicure and pedicure services, including the application of acrylic and gel nails, the use of electric file equipment and you will also learn some of the latest trends in advanced nail art. At South West TAFE you will get essential hands-on practice in a real salon environment in our dynamic and vibrant Pure Academy Salon. You will also have access to free workshops with our reputable industry partners.





KELLY FITZGERALD

**DIPLOMA OF REMEDIAL
MASSAGE**

“I decided to start a massage course at SWTAFE after my husband had a stroke and it was suggested some massage might help him. Once I started the course I realised there was so much to learn and I found it so interesting. I find it so satisfying the difference massage can make to people’s health. The teachers at TAFE are so amazing, I’ve loved it all.”

.....

GEORGIA MCKENZIE

**DIPLOMA OF BEAUTY
THERAPY**

“What started as a fun course at school has given me a new career direction. I first completed a Certificate II in Retail Cosmetics at SWTAFE. I continued my studies and am about to complete my Diploma of Beauty Therapy. I’m now planning to combine my two passions of science and beauty and start my Bachelor of Dermal Science at Victoria Uni this year. This course will be reduced from four years to three with credits I’ve earned from my diploma at SWTAFE which is great.”

2020 COURSES

HAIR

Certificate III in Hairdressing SHB30416

LOCATION Warrnambool campus
DURATION Full-time, 14 months. Four days a week.
Part-time study options available
START DATE February, July

This rewarding, creative course gives you the opportunity to enter the hairdressing industry with confidence, passion and flair. Working hands-on in our salon, you will learn all aspects of hairdressing including cutting, colouring and styling along with free access to up-to-date workshops with our industry partners. Pure Academy is an encouraging environment where you will discover skills and talents and fulfil your dreams with a rewarding new career. You will also have the chance to work in the Pure Living Hair and Beauty Salon located at Lyndoch Living, gaining additional salon experience to become a confident stylist.

BARBERING

Certificate III in Barbering SHB30516

LOCATION Warrnambool campus
DURATION Full-time, 10 months. Three days a week
START DATE February, July

This rewarding, creative course will give you the opportunity to enter the barbering industry with confidence, passion and flair.

Working hands-on in our salons you will learn all aspects of barbering including cutting, men's grooming, shaving heads and faces, maintaining beards and moustaches, along with free access to up-to-date workshops with our industry partners. You will also have the chance to work in the Pure Living Barber Shop located at Lyndoch Living, gaining additional experience to become a confident barber.

MASSAGE

Certificate IV in Massage Therapy HLT42015

LOCATION Warrnambool campus
DURATION February: Full-time, six months.
Three days a week including mandatory
massage clinic one evening a week
July: Part-time, 12 months
START DATE February, July

Begin a rewarding career in massage with the Certificate IV in Massage Therapy. Learn a wide variety of massage techniques, assessment and skills in a practical, hands-on environment plus some online webinars. You will obtain skills required for employment as a massage therapist in a variety of different work environments and skills in running your own business. The Certificate IV in Massage Therapy can be a stepping stone into the Diploma of Remedial Massage.

Diploma of Remedial Massage HLT52015

LOCATION Warrnambool campus
DURATION February: Full-time, 12 months.
Three days a week including mandatory
massage clinic one evening a week
July: Part-time, 18 months
START DATE February, July

Begin a rewarding career in massage or further develop your skills and qualifications with the Diploma of Remedial Massage. You will learn a wide variety of remedial massage techniques and athlete-related skills as well as how to assess clients presenting with soft tissue dysfunction, musculoskeletal imbalance or restrictions in range of motion. You will learn in a practical, hands-on environment plus some online webinars. This course enables you to obtain the skills required for employment as a Remedial Massage Therapist in a variety of different work environments, including even running your own business.

The Pure Academy Massage Clinic component also provides invaluable practical hands-on workplace experience in a supervised setting, allowing you to develop confidence and integration of various techniques as you learn to assess and treat clients.

ABOUT APPRENTICESHIPS AND TRAINEESHIPS AT PURE ACADEMY

Apprenticeships and traineeships are employment based and a great way to kick-start your career and gain a nationally-recognised qualification.

At South West TAFE's Pure Academy we offer customised training programs with curriculum, facilities and training that is relevant to actual job requirements, so our students are qualified and job ready.

An apprenticeship or traineeship is a partnership between you, your employer and SWTAFE. Your employer will teach you skills on-the-job while SWTAFE's Pure Academy will provide formal training.

A hairdressing or barbering apprenticeship, or beauty traineeship can be either full-time, part-time or school-based. Training may be delivered either 'on' or 'off' the job (or both) and is 'competency based' learning.

If you're still at school you can undertake a school-based apprenticeship or traineeship while completing VCE or VCAL.

MAKE IT HAPPEN

Apprenticeships and traineeships can commence at any time. See page 4 for more detail.

Visit the DET Apprenticeships and Traineeships website for detailed information about training types and industries, wages and financial assistance: www.education.vic.gov.au/training/learners/apprentices

APPRENTICESHIPS AND TRAINEESHIPS AT PURE ACADEMY

Certificate III in Beauty Services (Traineeship) SHB30115

LOCATION Workplace training
DURATION Two years
START DATE Apply any time (see page 4)

This qualification will provide a trainee with the skills and knowledge to successfully apply a range of beauty services within a salon. While being guided by Pure Academy's highly experienced teachers, you will learn how to safely and effectively provide clients with quality nail, waxing, tanning, lash and brow and make-up services.

Certificate IV in Beauty Therapy (Traineeship) SHB40115

LOCATION Workplace training
DURATION Full-time, three years
START DATE Apply any time (see page 4)

A trainee undertaking the Certificate IV in Beauty Therapy will not only learn to safely and effectively provide clients with quality nail, waxing, tanning, lash, brow and make-up services, but further your beauty industry knowledge to include facial services, body treatments and massage.

Along with on-the-job direction, you will be expertly guided by Pure Academy's industry specialists ensuring you receive the knowledge and practical direction required to become a valuable member of a beauty salon or spa.

Certificate III in Hairdressing (Apprenticeship) SHB30416

LOCATION Workplace training
DURATION Full-time, three years. Part-time, six years
START DATE Apply any time (see page 4)

As an apprentice undertaking the Certificate III in Hairdressing you will develop a range of sales, consultation and technical skills and knowledge to provide a broad range of hairdressing services to clients. These services include hair and scalp treatments, hair cutting, hair design, colouring and lightening, protein straightening and hair extensions. You will be guided by our highly experienced teachers one day week or during block release in the Pure Academy.

Certificate III in Barbering (Apprenticeship) SHB30516

LOCATION Workplace training
DURATION Full-time, three years
START DATE Apply any time (see page 4)

This apprenticeship allows you to gain hands-on skills and experience while working in the industry. You will learn all aspects of barbering including cutting, men's grooming, shaving heads and faces, maintaining beards and moustaches.

During this apprenticeship you will also develop a range of sales, consultation and technical skills and knowledge to provide a broad range of barbering services to clients.

SHORT COURSES

Our short courses are practical and professional and will deliver the skills you're seeking. These short courses are easy to fit into your busy lifestyle.

COSMETIC SPRAY TANNING

SHBBBOS001 - APPLY COSMETIC TANNING PRODUCTS

Gain the skills and knowledge required to perform professional spray tanning treatments.

This is an accredited unit.

MAKE-UP ARTISTRY

SHBBMUP002 - DESIGN & APPLY MAKE-UP

If you love make-up as much as we do come and explore the world of make-up artistry in this nationally-recognised and comprehensive course.

This is an accredited unit.

PROFESSIONAL WAXING TREATMENTS

SHBBHRS001 - PROVIDE WAXING SERVICES

In this hands-on practical course, learn how to wax professionally as well as complete a nationally-recognised waxing unit.

This is an accredited unit.

PROFESSIONAL LASH & BROW TINTING

SHBBFAS001 - PROVIDE LASH & BROW SERVICES

Master the various techniques used to perform professional lash and brow treatments including eyelash and brow tinting

This is an accredited unit.

GEL & ACRYLICS NAIL ENHANCEMENTS

SHBBNLS002 - APPLY GEL NAIL ENHANCEMENTS

This course covers the skills and techniques to design and complete acrylic and gel nail enhancements including french tips, backfills, coloured gels, overlays, refills and removals.

These are accredited units.

INTIMATE FEMALE WAXING

SHBBHRS002 - PROVIDE FEMALE INTIMATE WAXING SERVICES

This short course shows you the intimate waxing techniques used by beauty professionals, so you can perform a safe and hygienic intimate wax

This is an accredited unit.

EYELASH EXTENSIONS

SHBBMUP001 - APPLY EYELASH EXTENSIONS

Those wishing to add to their beauty skills will love this Government-accredited eyelash extension course. We'll teach you how to style beautifully natural looking eyelashes, while also maintaining the health of the client's natural lashes.

This is an accredited unit.

HOT STONE MASSAGE

SHBBSPA003 - PROVIDE STONE THERAPY MASSAGES

This course will teach you to prepare for and apply stones in conjunction with body massage treatments.

This is an accredited unit.

INDIAN HEAD MASSAGE

SHBBSPA004 - PROVIDE INDIAN HEAD MESSAGES FOR RELAXATION

In this course you will learn how to prepare for Indian head massage treatments including designing and recommending a massage to suit the client and applying the massage.

This is an accredited unit.

PLUS A VARIETY OF NON-ACCREDITED COURSES AND WORKSHOPS

- Cupping Therapy Workshop
- Long Hair Styling
- Lash Lift Workshop
- Henna Brow Workshop
- Gel Polish Nail Art Workshop
- Nail Enhancement Refresher Course.
- Extreme Shapes Workshop
- Pierce Ears Workshop

Register your interest at swtafe.edu.au/shortcourses

Enrolling into a Short Course using an Accredited Unit may affect your future eligibility to access Government funded training. Please check with Customer Service on 1300 648 911 or learn@swtafe.edu.au

MEET SOME OF YOUR PURE ACADEMY TEACHERS



AMY CHAPMAN

Amy has 15 years' experience in both salons and spas, and has been a teacher and trainee coordinator at Pure Academy for three years.

- Diploma of Vocational Education & Training
- Cert IV in Training & Assessment
- Diploma of Beauty Therapy
- ITEC level 2 Diploma for Beauty Specialists
- Hot Stone Massage Therapy



JADE MULLER

Jade brings a passion for nail technology and a desire to deliver the best possible training to our students.

- Cert IV in Training & Assessment
- Diploma of Beauty Therapy
- Cert III in Beauty Services
- Cert of One Stroke Nail Art
- Cert of Intense Artistry Workshop
- Cert of Advanced Core Acrylic
- Cert II in Business Administration



KATE MCBAIN

Kate has 9 years' beauty industry experience and specialises in facials, skin care and waxing. Kate is a skin-care specialist and brings a wealth of skin-care knowledge to Pure Academy.

- Cert IV in Training & Assessment
- Diploma of Beauty Therapy



BELINDA MARTYN

Belinda has been in the beauty industry since 2005 and specialises in bridal and fashion make-up.

- Cert IV in Training & Assessment
- Diploma of Make-up
- Cert III in Beauty Services
- Ultimate Eyebrow Cosmetic Tattooing
- Cert IV in Beauty Therapy



CHRIS ASTBURY

Chris has 34 years experience as a beauty therapist and more than 10 years as a teacher.

- Cert IV in Training & Assessment
- Bachelor of Health Science (Aesthetics)
- Advanced Diploma of Beauty Therapy
- Diploma of Aromatherapy
- APAN Registered Aesthetic Practitioner (Clinician)
- Member of Australian Association of Cosmetic Tattoo



DEBBIE FERGUSON

Debbie has been a massage therapist in the wellness industry for 14 years.

- Cert IV in Training & Assessment
- Cert IV in Massage Therapy
- Cert IV in Beauty Therapy
- Diploma of Business Management
- Massage & Myotherapy Australia Member



JODIE DEWES

Jodie has more than 20 years' experience and has been teaching at Pure Academy for more than four years.

- Diploma of Vocational Education
- Cert IV in Training & Assessment
- Diploma of Remedial Massage
- Cert IV in Massage
- Member of Massage & Myotherapy Australia



SARAH UNDERWOOD LCSP (PHYS)

Sarah has extensive experience in a variety of massage treatments and has been a teacher at Pure Academy for three years.

- Diploma of Vocational Education & Training
- Cert IV in Training & Assessment
- Diploma of Remedial Massage
- Diploma of Sports Therapy
- Regional ambassador for Massage & Myotherapy Australia
- Founding member of Practitioner Research & Collaboration Initiative



KARINA KEEGAN

Karina has worked across three states accumulating 30 years' experience in the hair and beauty industry including 15 years of teaching experience.

- Diploma of Vocational Education & Training Practice
- Cert IV in Training & Assessment
- Cert III in Hairdressing
- Cert III in Beauty & Facials
- Cert III in Make-up Artistry
- Cert IV in Retail Management



JODIE EWING

Jodie's career has extended over 31 years to include working across three states along with five years' teaching experience.

- Diploma of Vocational Education & Training Practice
- Cert IV in Training & Assessment
- Cert III in Hairdressing
- Barbering



BERNI BOUWMAN

Berni has more than 37 years' experience covering all aspects of hairdressing.

- Diploma of Vocational Education & Training Practice
- Cert IV in Training & Assessment
- Cert III in Hairdressing



ANNA JOHNS

Anna has more than 29 years of industry experience and also enjoys business coaching and marketing.

- Cert IV in Hairdressing
- Cert III in Hairdressing
- Diploma in Counselling



**INDUSTRY
CONNECTIONS**

andis.

comfortel
professional salon furniture & equipment



SOLAIRE
the Spray Tan specialists

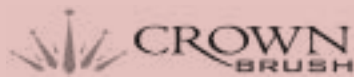
dermalogica

NAILCO

LOCKS LASH

caron
LABORATORIES

USPA



CLAIROL
PROFESSIONAL

*H***hawley**

melrose

WELLA
PROFESSIONALS

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