

Master of Arts Screen: Business

2027 Application Guidance Notes

AFTRS

Australian Film Television
and Radio School

Welcome

The Master of Arts Screen: Business is the place where you can realise your ambitions in the screen industry. It is a place where you can develop the critical skills and professional networks needed to get projects developed and made, begin building a screen business, and, most importantly, start transforming your career into whatever you want it to be. Key to this journey is the moment you start the Master of Arts Screen: Business (MASB), you join a creatively rich cohort of passionate people and industry professionals building, shaping and leading the future of our dynamic screen industry.

This document brings together everything you need to know about applying for the MASB, including what we're looking for and how to present your experience in a way that feels true to you.

We know that applying for higher education is a big commitment, and sharing your work can make you feel vulnerable. Here at AFTRS, we're interested in your potential, ideas and perspective. We value the full range of your lived experience, not just professional or educational. This is all about us getting to know you. There's no single way of showing this, so use this document as a guide, and focus on showing us what matters most to you. Tell us about yourself and what you have done that makes you want to be part of the screen business community.

It's the story of you that really interests us. Keep that one thing in mind when you look at the application tasks. There are three of them, each aimed at presenting a different angle of your experiences to help paint a fuller picture of you. The tasks themselves come with some flexibility: you can write them or record them.

We encourage you to submit your application as soon as you're ready, rather than waiting for the deadline.

Applications to the Master of Arts Screen: Business from domestic students are typically assessed as they're submitted – this means if you submit your application earlier, we'll be able to tell you if it's been successful earlier. The course also has a limited number of places in each intake, so submitting earlier gives you the best chance of receiving an offer before capacity is reached.

If you'd like support throughout the application process, our [Admissions Team](#) are here to help.

Accessibility

We are committed to providing reasonable adjustments through our admissions process. Requests for reasonable adjustments will be treated confidentially and will not disadvantage your application. If you require any support or reasonable adjustments during the process, please contact our [Admissions Team](#).

Admission Requirements

Prior Educational Requirements

Because the Master of Arts Screen: Business is a postgraduate qualification, you're required to hold an undergraduate degree at bachelor level, OR to have equivalent experience and/or training. This requirement helps you get the most out of your time with us.

We recognise there are many ways to demonstrate this equivalent experience. We've listed a number of common pathways below. If you'd like to discuss whether your experience would be considered equivalent, our [Admissions Team](#) are here to help.

UNDERGRADUATE DEGREE

Applicants in this category must have graduated from a recognised undergraduate degree (or higher) from an Australian Higher Education Provider or equivalent overseas institution.

WHAT TO SUBMIT: A certified copy of your testamur, academic transcript or other equivalent official document.

Alternatively, you can share your documentation securely via My eEquals to applications@aftrs.edu.au.

EQUIVALENT WORK EXPERIENCE AND/OR TRAINING

Applicants who do not hold an undergraduate degree may be eligible to apply by degree equivalence.

In your application, you will be asked to demonstrate that you have achieved corresponding learning outcomes by completing a similar volume of relevant work

experience and/or training. You'll be asked to list any experience or training including a title, description and date range. This may include:

- professional experience, including short term or unpaid roles
- educational qualifications complete or incomplete. If you didn't finish a qualification, please tell us what portion you completed
- formal or informal training
- community or cultural experience
- other areas worth telling us about.

Examples of equivalent work experience and/or training may include:

- Year 12 completion AND a minimum of 24 months' relevant experience
- a relevant Diploma/Advanced Diploma AND a minimum of 12 months' relevant experience.

Relevant experience may include:

- professional role in any of the following:
 - Content Creation
 - Facilities
 - Administration – Arts, Events, Logistics
 - Performance
 - Acting, Stage or Media
 - Writing – any format
 - Casting
 - Education in Related Fields
- Ancillary domains such as:
 - Training
 - Marketing and Publicity
 - Talent Management.

WHAT TO SUBMIT: Completed degree equivalence section of your application form.

Citizenship/Residency Requirements

Admission into the Master of Arts Screen: Business is available to domestic and international students.

You are considered a domestic student for application purposes if you are:

- an Australian citizen
- a New Zealand citizen
- an Australian permanent resident
- an Australian permanent humanitarian visa holder.

If you don't meet one of these criteria, you can apply as an [international student](#).

WHAT TO SUBMIT: A certified copy of your birth certificate or passport.

English Language Proficiency

International applicants must also demonstrate English language proficiency.

AFTRS requires international applicants to undertake an English language proficiency test via the International English Language Testing System (IELTS) or an equivalent approved testing provider.

The minimum requirement is an overall IELTS Academic score of 7.0 or the equivalent score in an equivalent approved test.

You need to take your English test within the two years before your course starts. If you took your English language proficiency test more than two years ago, you will be required to take another test.

You may be exempt from providing evidence of an English test score if:

- you are a citizen and hold a passport from UK, USA, Canada, NZ or Republic of Ireland
- you have completed at least five years' study in English in Australia, UK, USA, Canada, New Zealand, South Africa, or the Republic of Ireland
- in the two years before applying for the Student visa you completed the Senior Secondary Certificate of Education in Australia in English while you held a Student visa
- in the two years before applying for the Student visa you completed a substantial component of a course that would qualify you under the Australian Qualifications Framework at the Certificate IV or higher level, while you held a Student visa.

Adjustment Factors

AFTRS is committed to reflecting the full breadth of Australian talent. We know that access to training, industry networks and resources isn't equally distributed.

To help address that imbalance, we apply "Adjustment Factors". These are extra points added automatically based on information you provide in your application. You don't need to do anything extra. If we need anything further, we'll be in touch to talk it through.

A maximum of 10 adjustment factor points applies.

<p>ABORIGINAL AND TORRES STRAIT ISLANDER PERSONS</p> <p>Domestic applicants who identify as being of Aboriginal descent, Torres Strait Islander descent or of Aboriginal and Torres Strait Islander descent.</p>	10
<p>CULTURALLY AND RACIALLY MARGINALISED PERSONS AND/OR THOSE FOR WHOM ENGLISH IS AN ADDITIONAL LANGUAGE OR DIALECT</p> <p>Applicants who have lived experience of cultural and/or racial marginalisation.</p> <p>We use the term culturally and racially marginalised (CARM) to refer to people who are not white. This group includes people who are Black, Brown, Asian, or any other non-white group, or who face marginalisation due to their culture, race, or religion (Diversity Council Australia, 2023).</p> <p>AND/OR</p>	2

<p>Applicants whose first language is a language or dialect other than English and who have required additional support to develop proficiency in Standard Australian English.</p>	
<p>PERSONS WITH DISABILITY</p> <p>Applicants who identify as living with disability. We use the definition in the Disability Discrimination Act 1992.</p>	2
<p>REMOTENESS</p> <p>Domestic applicants whose Australian residential address is outside NSW and/or identified by the Australian Bureau of Statistics as being in Inner Regional Australia, Outer Regional Australia, Regional Australia, Remote Australia or Very Remote Australia</p>	2
<p>SOCIO ECONOMIC DISADVANTAGE</p> <p>Domestic applicants whose Australian residential address is identified by the Australian Bureau of Statistics as being in the lowest 25% on the Index of Relative Socio-Economic Disadvantage.</p>	4

If you have questions about Adjustment Factors or whether you might be eligible, please contact our [Admissions Team](#).

Application Task 1:

Personal Statement & CV

Personal Statement

This is an opportunity to share some of your thinking and experiences with us. What we are looking for here is a broader understanding of you, what you have done, where you are heading, and what's shaped your perspective.

This might include your experience in screen media, education and training, credits or relevant achievements. It might also include community involvement or volunteer roles, cultural knowledge, lived experiences, or self-directed projects you've pursued outside formal screen industry settings, or other experiences that have shaped your thinking and practice.

Focus on what's important to you: the key moments, the passion projects, the experiences that have brought you to this application. And there's no single background we are looking for – the MASB cohort is as varied as the screen industry itself. In fact, the screen industry thrives on just that. So, tell us about your own perspectives, your creative thoughts, career goals, and what you want to say and do, and how you see yourself developing through studying with us.

Your personal statement should not exceed 500 words and should be submitted as a PDF.

CV

This is where the story of you is put into the format of a CV. This might include experience in screen and media, production, education and training, credits, other relevant achievements and elements of that often zig-zag journey that got you from there to here. Here, we have the opportunity to read about what you have done and where that led you; things like community work, cultural or volunteer roles, self-directed projects, passion projects and other experiences that exposed you to a variety of stories and people that shaped your thinking and practice.

Focus on what's important to you – the key moments, the passion projects, the influences and experiences that have brought you to this application. We are as interested in the substance of your experiences as we are in the form they have taken.

Your CV should not exceed three pages and should be submitted as a PDF.

What We're Looking For

- To help shape your personal statement and CV, you might like to consider:
 - What experiences – professional, creative, community or lived – have shaped your interest in screen business?
 - What are you hoping to do, build, or change through studying with us?
 - Anything else you'd like the assessors to know that helps them understand your application in the context of your lived experience.

Selection Criteria Assessed

- A willingness and capacity to engage in critical thinking and reflection.
- Demonstrated experience or related skills relevant to the screen media industries, considered in the context of your opportunities and background.

Application Task 2:

Business Project Proposal

If the CV was the story of you, the Business Project Proposal is where you can show us you have something to say. A distillation if you like. An opportunity to demonstrate what and how you think. It might be that you have a conventional business plan, or it might be something else entirely: it could be a description of a business challenge you want to tackle; or an issue you want to research and reveal; or perhaps it's a proposal for a new career direction; it may even be a vision for transforming the path you are already on.

What we are looking for is your thinking, your ambition and where your creative passion lies. The form it takes is up to you.

Your business project proposal may take one of the following forms:

- Written document of up to 500 words, submitted as a PDF.
- Video or audio file of up to three minutes and submitted as an MP4 or MOV (video) or MP3 (audio).
- Presentation deck of up to 10 slides, submitted as a PDF.

What We're Looking For

We are looking for your perspective on a creative, entrepreneurial or business-minded approach to advancing your career in the screen media industries.

You might find the following prompts a useful starting point for your thinking. You don't need to address all of them and can use whichever feels most relevant to the project you're proposing.

- What problem, opportunity or gap are you responding to, and why does it matter to you?
- Who is this project proposal for and what do you understand about them? As examples, it may focus on you and your career aspirations or a particular audience or sector of the screen business market.
- What do you bring to this project? This may include your professional experience, personal perspectives, cultural knowledge or a particular way of seeing the industry.

Selection Criterion Assessed

- Demonstrated ability for entrepreneurial or business-minded thinking.

Important Information

Certified Copies

A certified copy is a copy of an original document that has been confirmed as a true and accurate copy by an authorised person.

You'll need to provide certified copies of some documents as part of your application. This includes your highest educational qualification, and proof of identity and citizenship (such as birth certificate or passport).

If you're unsure about any of these requirements, or it's difficult to access an authorised person, please contact us. We're here to help.

HOW TO HAVE A DOCUMENT CERTIFIED

To have a document certified, take the original and a copy to an authorised person.

They will check the original and confirm the copy by writing or stamping on every page of the copy:

"I have sighted the original document and certify this to be a true copy of the original."

They will also include their full name, signature, date, registration number (if any) and their designation – for example, "Justice of the Peace" – on every page of the copy.

WHO IS AUTHORISED TO CERTIFY A DOCUMENT?

You can have your documents certified by a range of people, including:

- a Justice of the Peace (with a registration number)
- an accountant (members of the Institute of Chartered Accountants in Australia, or the Australian Society of Certified Practising Accountants, or the National Institute of Accountants, or the Association of Taxation and Management Accountants or Registered Tax Agents)
- a police officer (rank of sergeant or above)
- a barrister, solicitor or patent attorney
- an Admissions or Student Services Officer at AFTRS or any Australian university, TAFE or higher education institution
- a principal, deputy principal, assistant principal or delegate of an Australian high school, secondary college or primary school
- a bank or credit union manager
- a post office manager
- a commissioner for declarations
- a pharmacist.

Documents in Languages Other Than English

All documents written in languages other than English must be accompanied by a complete English translation.

Your application must include certified copies of the original language document and certified copies of the English translation.

AFTRS accepts translations from the following organisations:

- A translator accredited by the [National Accreditation Authority for Translators & Interpreters](#) (NAATI)
- [Multicultural New South Wales Language Services](#)
- Interstate office of either the Ethnic Affairs Commission or the Department of Home Affairs
- Australian diplomatic missions

Each page of the translation must include:

- The translator's signature
- The date translated
- The translator's accreditation details and/or the official stamp of the translator's accrediting organisation

Uploading Media Files

You will be able to upload your media file/s and associated documents when you apply for the course.

You do not have to complete your application in one sitting. Complete the section you're on, then save your application and log back in at any time prior to the closing date to pick up where you left off.

Uploading application tasks that are media/video files can take some time depending on file size and connection, so allow time before the deadline.

If you have problems with uploading your media files you may need to compress them. The following information provides guidance on how to do this.

TRANSCODING YOUR FILE

You'll be able to select the settings below when exporting your file from the video editor of your choice (e.g. Adobe Premiere Pro, Apple Final Cut or iMovie, DaVinci Resolve):

- Video Codec: H.264
- Recommended video format: MP4 or MOV
- Audio Codec: AAC
- Channels: Stereo
- Rate: 48 khz
- Bitrate: 128 kbps
- File size: Maximum 3 GB

You can also transcode your file with free video transcoding software, Handbrake, downloadable here handbrake.fr/downloads.php

TRANSCODING USING HANDBRAKE

1. Select 'Source' and select your file.
2. Under the 'Summary' tab, set your format to MP4.
3. Under the 'Video' tab:
 - a. set 'Video Encoder' to H.264
 - b. set 'Framerate' to the framerate of your source file
 - c. set Quality to RF 15 – 28.
4. Under the 'Audio' tab, set the 'Samplerate' to 48 and 'Bitrate' to 128.
5. Select 'Start' to begin the transcoding process.

If you run into trouble with uploads, contact the [Admissions Team](#) before the deadline and we'll help you sort it out.

The Use of Generative AI Tools in Your Submission

Generative artificial intelligence (AI) tools have strong benefits that can enable learning and creativity. They can also be used in ways that make it impossible to assess your own specific creative, craft and communication skills. For this reason, you're not permitted to submit any work that is created in part or in whole by a generative AI tool such as ChatGPT and claim it as your own. If you have concerns or questions about the use of generative AI tools, please don't hesitate to contact our [Admissions Team](#).

We're interested in your voice and your ideas. The application is your chance to show us how you think and create.

Additional Information: Notes on Submission of Materials

A few practical things to help your application come through smoothly:

- Stay within the total run time, maximum word or page counts. Meeting a brief is a value we teach in the program, and additional materials won't be reviewed.
- Submit all recordings in English, or with English subtitles. This makes sure every assessor can engage fully with your work.
- Upload your files directly rather than sharing links to files hosted online. This keeps the process fair for everyone, as linked files can be altered after submission.
- Name your files clearly, using only letters, numbers, and underscores (no symbols). This helps us keep track of your valuable work. For example:
 - ✓ 'APerson_MASB2026_Proposal.pdf'
 - ✗ 'mycv#3@application.pdf'
- Don't include your contact details inside any documents. We have those from your application.
- Save your documents as PDFs. We may not be able to view other file formats.
- Keep any text submissions easy to read by using a simple layout and font, e.g. Helvetica, Aptos or Times New Roman in 12 point. If you are submitting a script please use Courier font.

Assessment Rubric

A rubric explains how your application will be assessed. They set out the criteria we use when reviewing a range of applications, so every applicant is considered fairly and consistently.

We use them to focus on your potential, ideas and perspective, not the opportunities or resources you've had access to.

You can use the rubrics to help you understand what we're looking for and to guide how you present your work and experiences in a way that reflects what is still true to you.

Application Task/ Selection Criteria	85-100	75-84	65-74	50-64	0-49
Personal Statement (30%) A willingness and capacity to engage in critical thinking and reflection.	The applicant demonstrates excellent capacity for critical thinking and reflection. Their statement shows clear insight into their potential, motivations and goals. They engage thoughtfully with complexity, change or uncertainty in their journey. Evidence may come from industry, community, cultural or self-directed practice.	The applicant demonstrates solid capacity for critical thinking and reflection. Their statement shows good insight into their potential, motivations and goals, with meaningful connections drawn between past experience and future intent.	The applicant demonstrates sound capacity for critical thinking and reflection. Their statement shows reasonable insight into their potential, motivations and goals, with developing connections between past experience and future intent.	The applicant demonstrates some capacity for critical thinking and reflection. Their statement shows a basic sense of their potential, motivations and goals, with some connection drawn between past experience and future intent.	The applicant does not yet demonstrate capacity for critical thinking or reflection. The statement offers little insight into their potential, motivations or goals.
CV (40%) Demonstrated experience or skills with relevance to screen media business, considered in the context of the applicant's opportunities and background.	The applicant's background demonstrates strong relevance to screen media business. Their experience, whether in industry, community, creative, or other professional contexts, reflects clear engagement with business, entrepreneurial or media-adjacent practice.	The applicant's background demonstrates solid relevance to screen media business. Their experience, whether in industry, community, creative, or other professional contexts, reflects engagement with business, entrepreneurial or media-adjacent practice.	The applicant's background demonstrates sound relevance to screen media business. Their experience, whether in industry, community, creative, or other professional contexts, reflects some engagement with business, entrepreneurial or media-adjacent practice.	The applicant's background demonstrates some relevance to screen media business. Their experience, whether in industry, community, creative, or other professional contexts, reflects limited engagement with business, entrepreneurial or media-adjacent practice.	The applicant's background demonstrates little or no relevance to screen media business. Their experience, whether in industry, community, creative, or other professional contexts, reflects limited or no engagement with business, entrepreneurial or media-adjacent practice.

- rubric continued on next page -

<p>Business Project Proposal (30%)</p> <p>Demonstrated ability for entrepreneurial or business-minded thinking.</p>	<p>The applicant articulates an excellent perspective of their project and their career path in the wider screen industry. This may include projects and opportunities that address underserved markets, community contexts or emerging industry forms.</p>	<p>The applicant articulates an effective perspective on their project and their career path. Their thinking engages meaningfully with the screen industry, including community, cultural or emerging contexts.</p>	<p>The applicant articulates a sound perspective on their project and their career path, with some engagement with the wider screen industry, including community or emerging contexts.</p>	<p>The applicant articulates some perspective on their project and career path, though their engagement with the wider screen industry is limited.</p>	<p>The applicant articulates a limited or inadequate perspective on their project or career path, with little engagement with the screen industry.</p>
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Interview Rubric

On rare occasions, an applicant will be invited to participate in an interview as part of the application process. This is a chance for us to get to know you better and for you to share more about your ideas, experience and potential.

We assess the interview using the rubric below:

Interview Selection Criteria	85-100	75-84	65-74	50-64	0-49
Motivation, Commitment and Understanding of the Field (40%)	The applicant shows strong and compelling motivations, excellent awareness of the course and a sophisticated understanding of screen business environments and challenges.	The applicant shows clear motivations with solid awareness of course demands and industry context.	The applicant shows some relevant motivations and an adequate understanding of the course and industry context.	The applicant shows limited or vague motivations; demonstrates minimal awareness of course or industry context.	The applicant shows very limited or unclear motivations; little or no awareness of course or industry context.
Communication and Collaboration (20%)	The applicant communicates their thinking effectively and shows strong evidence of collaborative practice. They listen, respond and engage constructively. Evidence may come from professional, community, cultural or educational contexts.	The applicant communicates their thinking clearly and shows good evidence of collaborative practice. They listen, respond and engage respectfully with others.	The applicant communicates their thinking adequately, with some evidence of collaborative practice.	The applicant has difficulty communicating their thinking clearly, with limited evidence of collaborative practice.	The applicant does not communicate their thinking clearly, with little or no evidence of collaborative practice.
Creative and Professional Potential (40%)	The applicant shows outstanding potential, initiative and leadership qualities suggesting strong future impact in the screen business sector. Evidence may come from professional, community, cultural or self-directed contexts.	The applicant shows clear evidence of professional aptitude and potential to succeed in the course and industry, drawn from a range of professional, community or creative contexts.	The applicant shows some evidence of potential, drawn from relevant contexts, though responses lack depth or breadth.	The applicant shows limited evidence of potential; responses are inconsistent, with minimal understanding of the course or industry.	The applicant shows very limited evidence of potential to succeed in course or industry.

Learn more

If you haven't found the information you need, or need support with your application, contact our Admissions Team.

applications@aftrs.edu.au

1300 223 877

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Australian Government

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