

# Master of Arts Screen: Business

2025 Application Guidance Notes

**AFTRS**

Australian Film Television  
and Radio School

# Admission Requirements

## Prior Educational Requirements

Admission into the Master of Arts Screen: Business requires you to hold an undergraduate degree at bachelor level, or to have completed equivalent work experience and/or training.

### 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.

EVIDENCE REQUIRED: A certified copy of your testamur, academic transcript or other equivalent official document.

Alternatively, you can share your documentation securely via [My eEquals](mailto:applications@aftrs.edu.au) to [applications@aftrs.edu.au](mailto: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.

By completing a [Degree Equivalence Form](#), applicants must demonstrate that they have achieved corresponding learning outcomes by completing a similar volume of relevant work experience and/or training.

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

EVIDENCE REQUIRED: A completed degree equivalence form. This must include date ranges for your experience and the contact details of one referee who may be contacted to verify any details.

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 Publicity
  - Talent Management

# Citizenship/Residency Requirements

Admission into the Master of Arts Screen:  
Business is only available to domestic 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.

**EVIDENCE REQUIRED:** A certified copy of your birth certificate or passport.

# Adjustment Factors

To ensure AFTRS reflects Australian society, we support the best talent, from all backgrounds into our courses and careers in the screen and audio industries.

Admission into the Master of Arts Screen: Business is based on the competitiveness of your final score, which is your assessment score plus any adjustment factors you may be eligible for.

Adjustment factors are applied automatically based on the information you submit in your application. AFTRS may request documentary evidence to verify your eligibility for Adjustment Factors

A maximum of 10 adjustment factors applies.

<b>ABORIGINAL AND TORRES STRAIT ISLANDER PERSONS</b>  Applicants who identify as being of Aboriginal descent, Torres Strait Islander descent or of Aboriginal and Torres Strait Islander Descent.	10
<b>PERSONS WITH DISABILITY</b>  Applicants who identify as living with disability (as defined in the Disability Discrimination Act 1992)	2
<b>REMOTENESS</b>  Applicants whose residential address 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.	2
<b>SOCIO ECONOMIC DISADVANTAGE</b>  Applicants whose residential address is identified by the Australian Bureau of Statistics as being in the lowest 25% on the Index of Relative Socio-Economic Disadvantage.	2

# Application Task 1:

# Personal Statement & CV

## PERSONAL STATEMENT

Submit a personal statement outlining why you want to study at AFTRS in the Master of Arts Screen: Business.

Your personal statement should not exceed 300 words and should be submitted as a PDF.

Please include:

- Your personal professional goals
- How will the course contribute towards you achieving these?
- Any other information you believe the assessors should know about you that would assist your application.

## CV

Submit a CV outlining your experience in screen media fields, education and training, credits and/or relevant achievements.

Your CV should not exceed 3 pages and should be submitted as a PDF.

## What We're Looking For

- We want to know about you, why you are applying for the course, and what goals you want to achieve.

## 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.

# Application Task 2:

# Business Project Proposal

Submit a statement outlining your proposal for a current business project that you are interested in pursuing.

This should demonstrate your entrepreneurial engagement and thinking, as well as a desire to actively participate in the screen media industries. It can be anything from a business plan for a new project, or a detailed description of a business challenge that you have identified, a career proposal, or a description of how you might transform your career path.

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

- Written document of up to 500 words and submitted as a PDF
- Video or audio file of up to 3 minutes
- Presentation deck of up to 10 slides submitted as a PDF.

## What We're Looking For

- An entrepreneurial or business-minded approach to advancing your career in the screen media industries.

## Selection Criterion Assessed

- Demonstrated ability for entrepreneurial or business-minded thinking.

# Further Information

## Certified Copies

A certified copy of an original document is one that has been verified as a true copy by an authorised person.

AFTRS can only consider certified copies as evidence that you have met the admission requirements of the course. This includes your highest educational qualification and your birth certificate or passport.

### HOW TO HAVE A DOCUMENT CERTIFIED

To have a document certified you should take the original to an authorised person. The person must personally copy the original document and verify it 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."

The certifier should provide their full name, signature, date, registration number (if any) and their designation, for example, "Justice of the Peace" on every certified copy.

## WHO IS AUTHORISED TO CERTIFY A DOCUMENT?

Authorised persons include:

- An AFTRS Student Centre staff member
- A Justice of the Peace with a registration number. Copies verified by Justice of the Peace without a registration number will not be accepted.
- 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 member of the police force with the rank of sergeant or above
- A barrister, solicitor or patent attorney
- A principal of an Australian secondary college, high school or primary school
- A bank or credit union manager
- A post office manager, or
- A commissioner for declarations.

## 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. Save your application and log back in at any time prior to the closing date to pick up where you left off.

When uploading application tasks that are media/ video files, be patient as this can take some time.

If you have problems with uploading your media files you may need to compress them. The following 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](http://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
  - d. Under the 'Audio' tab, set the 'Samplerate' to 48 and 'Bitrate' to 128
4. Select 'Start' to begin the transcoding process.



## The Use of Generative AI Tools In Your Submission

The rapid rise of generative Artificial Intelligence (AI) tools, including platforms such as ChatGPT, Descript, DALL-E and MidJourney, have strong benefits that can enable learning and creativity. They can also be used in ways that bypass the ability to assess an individual's specific creative, craft and communication skills, which are essential in determining if you are eligible for a program.

Applicants are not permitted to submit any work that is created in part or whole by a generative AI tool such as ChatGPT and claim it as your own.

We do recognise that AI can be used for as a prompt for research and referencing but not as a substitute for your own original work

If you are using any work that is not your own, it must be acknowledged – this is essential in ethical creative practice and academic integrity.

If you have concerns or questions about the use of generative AI tools, please don't hesitate to contact our Admissions Team.

## Additional Information - Notes On Submission Of Materials

- Do not exceed the total run time, maximum word or page counts – additional materials will not be reviewed.
- All films should be in English or subtitled in English.
- Links to files hosted online are not permitted – this prevents materials being altered after submission.
- File names should be clear and descriptive and only include alphanumeric characters (not symbols).
- Do not include your contact details in any documents.
- Documents must be in PDF format. Other file formats will not be considered.
- Keep any text submissions easy to read by using a simple layout and font eg. Helvetica, Aptos or Times New Roman in 12 point. Courier should be used for scripts.
- You are not permitted to submit any work that has been created in part or whole by a generative AI tool such as ChatGPT and claim it as your own. If you are using any work that is not yours it must be referenced – this is essential to ethical creative practice and academic integrity. Failure to reference is also considered plagiarism.

# Assessment Rubric

Selection Criteria	85-100	75-84	65-74	50-64	0-49
<p><b>Screen Business Relevance (40%)</b></p> <p>Personal Statement and CV demonstrate experience and/or related skills relevant to the screen media industries.</p>	The application demonstrates excellent experience or related skills relevant to the screen media industries.	The application demonstrates strong experience or related skills relevant to the screen media industries.	The application demonstrates sound experience or related skills relevant to the screen media industries.	The application demonstrates satisfactory experience or related skills relevant to the screen media industries.	The application does not demonstrate a satisfactory experience of related skills relevant to the screen media industry.
<p><b>Entrepreneurial Aptitude (30%)</b></p> <p>Personal Statement and Business Project Proposal demonstrates a high level of potential for excellence in business-minded thinking or entrepreneurial practice.</p>	The applicant has demonstrated a strong ability for entrepreneurial or business-minded thinking.	The applicant has demonstrated a solid ability for entrepreneurial or business-minded thinking.	The applicant has demonstrated a good ability for entrepreneurial or business-minded thinking.	The applicant has demonstrated an ability for entrepreneurial or business-minded thinking.	The applicant has not demonstrated an ability for entrepreneurial or business-minded thinking.
<p><b>Study Potential (30%)</b></p> <p>Submitted materials demonstrates potential for critical and strategic thinking, high level reflection, and advanced study of screen business practice.</p>	The applicant demonstrates an outstanding willingness and capacity to engage in critical thinking and reflection.	The applicant demonstrates a very good willingness and capacity to engage in critical thinking and reflection.	The applicant demonstrates a good willingness and capacity to engage in critical thinking and reflection.	The applicant demonstrates an adequate willingness and capacity to engage in critical thinking and reflection.	The applicant does not demonstrate a satisfactory willingness and capacity to engage in critical thinking and reflection.

# Learn more

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

[afters.edu.au/ask](https://afters.edu.au/ask)

1300 223 877

## Australian Film Television and Radio School

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Moore Park  
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TEQSA Provider ID: PRV12011  
CRICOS Provider Code: 03662D



Australian Government

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