

Example Entry Statements

All applications for APAC's postgraduate Creative Business Management suite of courses must include a 200–300 word entry statement describing your background, experience and aspirations as relevant to your course of study. You may wish to address:

- how your work, life, and/or creative experiences have prepared you for postgraduate study
- your key areas of interest in the creative and cultural industries
- your short- and longer-term professional and/or creative goals
- why you wish to study at APAC at this point in your career

Here are two examples to help get you started.

Example Entry Statement from a Direct Entry Applicant

I am applying for direct entry into the Graduate Certificate in Creative Business Management program, having completed a Bachelor of Creative Arts (Drama) at QUT in 2022. Over the past several years, my practice as a performer, director, and emerging producer has deepened my commitment to developing sustainable, values-driven creative projects. I am now seeking to extend my artistic foundation with advanced skills in creative entrepreneurship, leadership, and strategic management so that I can move confidently into producing and managing my own theatre projects and live performance initiatives.

My undergraduate studies equipped me with strong creative, collaborative, and critical thinking skills. I devised original works, collaborated in ensembles, and gained experience in production processes including budgeting at a small scale, marketing to local audiences and managing rehearsal schedules. I have also worked casually with independent theatre companies, assisting with front-of-house, social media campaigns, and production coordination. These experiences have made it clear that to build a viable career in the contemporary creative industries, I need a more robust understanding of business models, funding, governance and audience development.

The Graduate Certificate in Creative Business Management aligns closely with my goals of establishing and managing an independent theatre company and producing work that responds to social issues, supports diverse voices, and engages local communities. I am particularly interested in learning about strategic planning, ethical leadership, and the role of digital technologies in building audiences and partnerships. I am ready to undertake postgraduate study, and I believe this course will enable me to integrate my creative skills with advanced business capabilities, positioning me to lead innovative, sustainable projects in the performing arts.

Example Entry Statement for an Experience-based Entry Applicant

I am applying for experience-based entry into the Graduate Diploma in Creative Business Management program based on my four years of work in community cultural development. Since completing my senior high school certificate, I have worked with local councils, neighbourhood centres, and not-for-profit organisations to coordinate arts-based programs, including community theatre projects, youth arts workshops, and small-scale festivals. Through these roles, I have developed practical skills in project planning, stakeholder engagement, basic budgeting, volunteer coordination and community outreach.

My work has focused on using creative practice to bring people together, build confidence, and give voice to underrepresented communities. I have helped design and deliver programs for young people, culturally diverse communities, and older residents, often working within tight budgets and with limited resources. While I have learned a great deal on the job, I have reached a point where I need a stronger conceptual and strategic understanding of creativity, funding models, governance and long-term sustainability in order to grow these initiatives beyond short-term projects.

The Creative Business Management program offers an opportunity to formalise and extend my existing knowledge and skills. I am particularly interested in learning about ethical leadership, impact measurement, partnership development, and strategic communication in the creative industries. My goal is to establish or lead a community arts organisation or social enterprise that can deliver ongoing, well-resourced programs with real social impact. I am highly motivated, accustomed to working independently and collaboratively, and ready to engage in structured postgraduate study that will support my next steps as a creative leader in community cultural development.