

# Elemental Productions

CC

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**(Registration Number: 2003/070550/23)**

Manual in terms of section 51 of the Promotion of  
Access to Information Act, 2 of 2000

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## PROMOTION OF ACCESS TO INFORMATION ACT, 2 OF 2000 (THE ACT)

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(Registration number: 2003/070550/23)

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# PROMOTION OF ACCESS TO INFORMATION ACT, 2 OF 2000 (THE ACT)

## SECTION 51 MANUAL OF ELEMENTAL PRODUCTIONS CC (REGISTRATION NUMBER: 2003/070550/23)

### 1. CONTACT PARTICULARS

<b>Head of business:</b>	Shaamila Fataar	<b>Information officer:</b>	Shaamila Fataar
<b>Postal Address:</b>	88 Winston Avenue Robin Hills Randburg 2194	<b>Physical Address:</b>	88 Winston Avenue Robin Hills Randburg 2194
<b>Telephone Number:</b>	011 787 9025		
<b>E-mail Address:</b>	Shaamila@elementalcentral.com		
<b>Website:</b>	www.elementalcentral.com		

### 2. INTRODUCTION

Elemental Productions is a television production and format development company, based in Johannesburg, South Africa. The company is owned and run by two sisters, Shaamila and Tasneen Fataar, who have been involved in the world of artist management, publicity, journalism, cinema distribution and exhibition as well as television program production with companies such as Intelligence Publishing, Ster-Kinekor Cinemas, Electronic Media Network (M-Net) and Supersport since August 2003.

Elemental Productions has been largely focused on the satellite television market in South Africa through Digital Satellite Television (DSTV) and began its' work with youth channel, GO, In 2006, Elemental Productions produced a lifestyle segment in a quadro split youth magazine show, GO Zone.TV. Later on, the company produced a dozen special interest documentaries for GO Exxtra, showcasing lifestyle stories in music, awards shows, fashion and comedy. In 2007, Elemental Productions was recruited by Supersport as the only fully female owned company to produce football magazine programmes for Supersport through Love PSL, a magazine show about the lifestyle of football players in South Africa's Premier Soccer League. In 2009 and again in 2010, Elemental Productions made history with Supersport in producing content for Harambee and Woza Lunchtime – the flagship magazine shows for the Supersport broadcast of the 2010 FIFA World Cup. From 2009, Elemental Productions was a key player in M-Net's in-house development team and worked on a number of development initiatives. In mid-2010, the company received the green light to produce Rivals in Romance, a reality dating show for M-Net Series.

Under the leadership of the Sista's of Elemental, the company seeks to expand its' current footprint into further format creation and development with a strong focus on entertainment and factual formats that have a commercial and mainstream feel, whilst still maintaining its' penchant for projects that are slightly off-beat, quirky and irreverent.

### 3. GUIDE IN TERMS OF SECTION 10 OF THE ACT

**3.1** The ACT grants a requester access to records of a private body, if the record is required for the exercise or protection of any rights. If a public body lodges a request, the public body must be acting in the public interest.

**3.2** Requests in terms of the ACT shall be made in accordance with the prescribed procedures, at the rates provided. The forms and tariff are dealt with in paragraphs 6 and 7 of the Act.

**3.3** Requesters are referred to the Guide in terms of Section 10 which has been compiled by the South African Human Rights Commission, which will contain information for the purposes of exercising Constitutional Rights. The Guide is available from the SAHRC. The contact details of the Commission are:

**Postal Address:** Private Bag 2700, Houghton, 2041

**Telephone Number:** (+27)11 877 3600

**Fax Number:** (+27)11 403 0625

**Website:** [www.sahrc.org.za](http://www.sahrc.org.za)

## 4. FACILITATION OF A REQUEST FOR ACCESS TO INFORMATION

Information which is not readily available as indicated in this manual, may be requested in accordance with the procedure prescribed in terms of The Act. Copies of the prescribed forms to be completed for submitting a request, are available from **Elemental Productions cc, [www.elementalcentral.com](http://www.elementalcentral.com)**.

## 5. INFORMATION AVAILABLE IN TERMS OF OTHER APPLICABLE LEGISLATION

- Basic Conditions of Employment Act 75 of 1997
- Companies Act 71 of 2008
- Consumer Protection Act 68 of 2008
- Competition Act 89 of 1998
- Compensation for Occupational Injuries and Health Diseases Act 130 of 1993
- Consumer Affairs (Unfair Business Practices) Act 71 of 1988
- Electronic Communications and Transactions Act 25 of 2002
- Films and Publications Act 65 of 1996
- Income Tax Act 58 of 1962
- Labour Relations Act 66 of 1995
- Occupational Health and Safety Act 85 of 1993
- Promotion of Access to Information Act 2 of 2000
- Protected Disclosures Act 26 of 2000
- Protection of Personal Information Act 4 of 2013
- Tax Administration Act 28 of 2011
- Unemployment Contributions Act 4 of 2002
- Unemployment Insurance Act 63 of 2001
- Value Added Tax Act 89 of 1991

## 6. INFORMATION AUTOMATICALLY AVAILABLE

- [www.elementalcentral.com](http://www.elementalcentral.com)
- Pricelists
- Pamphlets \ Brochures

## 7. INFORMATION AVAILABLE IN TERMS OF THE ACT

### **Statutory Business Records**

- Certificate to Commence Business

### **Sales and Marketing**

- Brochures, newsletters and marketing material
- Media releases
- Service and product information



## 8. GENERAL

N/A

## 9. REQUESTING PROCEDURES

A person who wants access to the records must complete the necessary request forms that is available at the offices of Elemental Productions cc, or can be accessed on [www.sahrc.org.za](http://www.sahrc.org.za). The completed request form must be sent to the address or fax number provided in this manual and marked for the attention of the Information Officer.

## 10. AVAILABILITY OF THE MANUAL

Copies of the manual are available for inspection, free of charge, at the offices of Elemental Productions cc, from the South African Human Rights Commission and at: [www.elementalcentral.com](http://www.elementalcentral.com).