

**PRESS RELEASE**

**15 December 2014**

**SOUTH AFRICA RELAXES IMMIGRATION REQUIREMENTS FOR ADVERTISING PRODUCTION SECTOR**

The Commercial Producers Association of South Africa (CPA) has announced that, after a lengthy process of negotiation with the Department of Home Affairs, an agreement has been reached which will see the immigration requirements substantially relaxed for teams coming to South Africa to produce television commercials.

The announcement was made today following confirmation late last week by the Department of Home Affairs that it has issued a revised directive to its 124 missions abroad which is designed to assist the advertising production sector. The news has been welcomed by the CPA and its partners: the South African Stills Producers Association (SAASP) and the National Association of Model Agencies (NAMA) who together lobbied Home Affairs to make the process more streamlined and user friendly.

The CPA is now able to confirm that all personnel attending a shoot in an OVERSIGHT capacity (clients, agency and production personnel) from countries such as the UK, US & Germany (which are visa exempt) can now enter the country without having to pre-apply. This group can now submit their application upon entry into South Africa and the requirements have been substantially simplified.

The process for SPECIALISTS actively working on set – Directors DPs, ADs, technicians, actors and models - will still be to apply for authorization in person from their nearest South African Embassy however the requirements and procedures have been standardized and made simpler and will receive priority status with a maximum turnaround of 5 working days for processing.

A new prerequisite, which will facilitate the elimination of most of the arduous documentation that was previously required, is a letter of recommendation from the three associations which will be arranged on the client's behalf by the South African service company.

Says Bobby Amm, Executive Officer at the CPA "A significant element of the agreement is the recognition of the role played by Industry Associations by the Department of Home Affairs which has essentially enabled the CPA, along with partners SAASP and NAMA, to become involved in the process by endorsing applications made by reputable clients and service companies. This introduces an element of self-regulation which will enable the associations to have a stronger working relationship with Home Affairs and make recommendations to them. "

The new agreement comes after months of lobbying by the industry associations which were deeply concerned about how clients would react to the changes. In making a case to Government, the three associations went so far as launching a successful crowd funding initiative, procuring letters of concern from international clients to demonstrate the potential negative effects of this legislation to Government and engaging the services of South Africa's top immigration attorney who legally petitioned the Department of Home Affairs to reassess the situation.

All things considered the CPA and its partners are very satisfied with the outcome and believe that it will restore South Africa's status as a film friendly and easily accessible production destination. Says Amm, we look forward to welcoming back clients who have expressed reservations about coming to South Africa to make their commercials. We think this development is a huge step in the right direction and aim to continue working closely with the Department of Home Affairs to ensure that the situation continues to improve".

Ends...

- *For more information on the new requirements, please contact your South African service partner or Bobby Amm at the Commercial Producers Association of South Africa – [bobby@cpasa.tv](mailto:bobby@cpasa.tv) or visit our website – <http://www.cpasa.tv>*
- ***A summary of the new requirements and process to be followed appears on the following page.***
- *You can access the relevant documentation by following the link: <http://cpasa.tv/resources/37-visa-legislation>*

**SUMMARY OF REQUIREMENTS FOR TRAVEL TO SOUTH AFRICA**

**1. VISA EXEMPT COUNTRIES**

**1(A) OVERSIGHT PERSONNEL**

(Clients, Agency Personnel, Executive Producers, Producers)

**NAME OF VISA: Section 11(1)(a)**

**FOR: VISA EXEMPT CITIZENS (I.E. UK, FRANCE, US, GERMANY)**

**NOT REQUIRED TO PRE-APPLY AT SOUTH AFRICAN EMBASSY**

**REQUIREMENTS:**

- Valid passport with at least 3 blank pages which does not expire within 6 months
- Fully completed and signed DHA 84 Form
- Flight itinerary or confirmed reservation
- Yellow Fever Vaccination Certificate, where applicable
- A valid letter (made out in your name) from the CPA – your service company will provide this
- Fee, where applicable

**PROCEDURE:**

- Ensure you have all the relevant documentation with you prior to travelling to South Africa
- Present your documentation to Immigration upon arrival in South Africa
- The immigration official will endorse your passport for short term oversight in South Africa

**1(B) SPECIALIST PERSONNEL**

(Director, DP, AD, Technicians, Art Department, Actors, Models etc.)

**NAME OF VISA: Section 11(2) – For applicants who will stay in South Africa for less than 90 days**

**FOR: VISA EXEMPT CITIZENS (I.E. UK, FRANCE, US, GERMANY)**

**REQUIRED TO APPLY AT SOUTH AFRICAN EMBASSY**

**REQUIREMENTS:**

- Valid passport with at least 3 blank pages which does not expire within 6 months
- Fully completed and signed DHA 84 Form
- Flight itinerary or confirmed reservation
- Yellow Fever Vaccination Certificate, where applicable
- A valid letter (made out in your name) from the CPA – your service company will provide this
- Fee, where applicable

**PROCEDURE:**

- Ensure you have all the relevant documentation.
- Make an application for a Section 11(2) – authorization to work on a visitor's permit - to the South African Embassy. You may need to apply in person so please check this with the Embassy or your South African service company
- The Embassy should take no longer than 5 working days to process your application.
- Present your passport or letter of authorization upon entry into South Africa.

**IMPORTANT NOTE:**

Both oversight and specialist personnel who are citizens of non-visa exempt countries i.e. India, China, Russia etc. must make applications to the South African Embassy. The same documentation (as listed above for those who are visa exempt) must be submitted and the Embassy will issue the relevant visas for travel to South Africa. Oversight personnel will be issued with the s11.1.a visitor's visa and specialist personnel will be issued with s11.2 work authorization.