



TAZ Entertainment

ABN: 16237449334
PO Box 4072, Swan View WA 6056, Australia
Tel: (08) 9255 3336 Fax: (08) 9255 3395
Mob: 0417 093 800
Email: taz@tazentertainment.com.au
www.tazentertainment.com.au
www.myspace.com/tazentertainment

TAZ Entertainment Profile

TAZ Entertainment promotes theatre and music events in metropolitan and regional Western Australia, having commenced as TAZ Publicity & Promotions in January 2006 and changing name to TAZ Entertainment in May 2007 due to rapid growth and development.

TAZ Entertainment provides publicity services, which includes Web and E-Promotion, Poster/Flyer design, Media Releases, Editorials, Media Liaison, Distribution and Communication to Theatre Networks, Programs, Radio Interview Co-ordination, Newsletters, Web content and more. TAZ Entertainment also has a preferred pool of professional photographers who are available and keen to work with the performing arts sector.

TAZ Entertainment also represents many talented new and emerging WA Playwrights in promoting their work throughout Australia focusing on the community theatre network. TAZ Entertainment encourages and advises the playwrights on opportunities available to them and to further their script development and talents.



TAZ Entertainment recently launched TAZ Tix, a new online ticketing service that will cater for all events. TAZ Entertainment prides in having a personal and professional touch to ticketing and in having an intimate knowledge of each venue. Along with our first hand knowledge, pr expertise and our online booking service all running at cheaper costs than other ticketing services, TAZ looks forward to becoming a leader in the event ticketing industry and helping to establish a confident patrons on seat attitude for venues, whilst still being personal in looking after the community and their clients.

TAZ Entertainment's theatre clients include community, amateur and professional theatre. Music clients include artists, bands, venues and organizers.

Major clients include kompany M (Professional), Playlovers Inc., Garrick Theatre, Rotary Club of Cannington's 'Storm The Stage' with their heats and National Challenge at the Burswood Theatre, WA Medieval Alliance, Who's Behind The Green Door and their music tribute shows.

Regular clients include Independent Theatre Association, Old Mill Theatre, South West Blues Club (Bunbury), Stage Left Theatre Troupe (Kalgoorlie), Mike Beale of Men In Blues (Queensland), Kalamunda Dramatic Society, Melville Theatre Co, Stirling Players, Darlington Theatre Players, Gilbert & Sullivan Society of WA, Irish Theatre Players, Wanneroo Repertory Club, Roleystone Theatre, Harbour Theatre, Rockingham Theatre Co., Kwinana Theatre, Goldfields Repertory Club Inc. (Kalgoorlie).

Other occasional clients include Irene Jarzabec Publicity (Professional), Marcelle Schmitz and Gossip Feast Productions (Professional), Agelink Theatre (Professional), Graduate Dramatic Society, Tivoli Theatre of WA, UWA Pantomime Society, Arena Arts & Entertainment, JMS Public Relations (Professional), Mirage Makers (Professional), Stray Cats Theatre, Mesh WA Youth Musical Theatre Co.

TAZ Entertainment has recently established a working relationship with Midland Gate Shopping Centre and the City of Swan.



TAZ Entertainment currently has a weekly e-distribution of 1367 people to who have personally and freely registered to be kept informed with what is on out and about. With the development of TAZ Tix, we expect this number to significantly grow further. TAZ Entertainment’s growth and success is indicative of the web statistics they receive.

TAZ Entertainment Monthly Website Hits							www.tazentertainment.com.au	
2008								
January	February	March	April	May	June	July	August	
22,861	26,601	30,202	30,817	38,251	37,101	36,062	37,044	

In August 2008, the Perth Community Television Network, Access 31 TV closed its doors. Prior to this unfortunate event, TAZ Entertainment worked with BJ Media Productions and Westco TV. Although Access 31TV closed, we are all still working together and seeking other broadcasting opportunities. Director Melanie DeCull is Co-Host and Marketing for “The Green Room”, a weekly television show that promotes WA’s vibrant community theatre scene. Melanie also presents a theatre segment on “The Couch” every fortnight and promotes current community theatre productions. Through this medium, Melanie will promote any community theatre production that is on regardless of whether they are a client of TAZ Entertainment or not. “The Green Room” was nominated for Best Arts Program in the 2008 National Antenna Awards.



“The Green Room” Co-Hosts
Louis Shepherd & Melanie DeCull

In September 2008 “The Couch” debuted on Foxtel’s Aurora community channel 183 airing on Friday’s at 9pm. Returning to Perth and Adelaide audiences, and now nationwide Melanie promotes WA’s outstanding productions and theatre talent. At this time Melanie has also taken on the Publicist roles for this popular show.



Melanie DeCull – Director

Melanie has been involved in theatre and music for over 25 years, initially as a performer in theatre, voice and dance and then onto director, choreographer, publicist, musician, and occasional writer.

In her teens she was in the State Youth Theatre Company at the Hole In The Wall Theatre, State Youth Theatre Dance Co., attended the WA Academy of Performing Arts in various workshops.

In her 20s she worked at 96FM, Channel 9 Perth and began to get involved in community theatre committees and embarked upon publicity portfolios.

In her 30s she studied Cert III in Music Industry at Curtin Uni in Kalgoorlie, worked for Media Monitors, attended various courses, training and workshops including “Full House - Turning Data into Audiences”. Melanie co-founded and was the original publicist for the Kalgoorlie Blues Club. A committee member of the Unreel Film Club, Goldfields Repertory Club, Garrick Theatre Club, Independent Theatre Association and has worked with many other theatre group committees.

Upon returning to Perth from Kalgoorlie in 2003, many of the theatres that knew of Melanie’s pr abilities jumped to seek her assistance. Melanie was the first official Publicist for the Independent Theatre Association, at a time when the ITA really needed focused pr talents. Melanie improved attendances and hands on assistance at the annual ITA Finley Awards, Interact, DramaFest and YouthFest, Membership, and General Awareness of this umbrella body to community theatre.

Melanie is a member of the Media Entertainment Arts Alliance, Live Performance Australia, Stages WA, Swan Chamber of Commerce, Fuel for Arts, Melbourne Blues Appreciation Society to name a few.

As a theatre arts practitioner herself, Melanie has won acting and directing awards and many acknowledgements for her publicity and pr work.

Melanie also finds herself on many community radio stations being interviewed with "what's on". In 2007 she started presenting on commercial radio a segment on local theatre and another on local music for 6IX Radio with Steve Nicola. This has been on break for a few months due to numerous commitments; however expectations are to begin again soon.

How did TAZ start?

After realizing she was saying 'yes' to everyone who asked, Melanie found she had to either learn how to say 'no' to her voluntary assistance and find a 'real' job, or turn her passion and talents into something significant and embark upon her own publicity business.

Melz was also one of the original directors of BAR Promotions, teaming up with musician, promoter, artist manager, song evaluator and plugger Jillian Jake - promoting Australian Blues & Roots music globally until such time that TAZ P&P took off in such a way, she needed to devote her time to one fabulous project and not two.

In Summary:

Melanie DeCull has a deep passion for the performing arts; it has been part of her whole life. Both she and TAZ Entertainment are 100% behind the performing arts, no matter its form, location or industry status. Melanie and TAZ Entertainment conduct themselves in a professional status no matter who the client is.

There are numerous plans for the future and TAZ Entertainment expects to be around for a very long time.

