

Open search panel



Search

Search the Insight Hub...

Cancel

- [Insights](#)
[Rangahau](#)
- [Events](#)
[Hui](#)
- [Partnerships](#)
[Rangapū](#)
- [Impact](#)
[Whakaaweawe](#)
- [About](#)
[Mō Mātou](#)
- [☆ 0](#)
[Saved](#)

[☆ 0 Saved](#)

 EN 

- [Sign in](#)
- [Submit](#) 

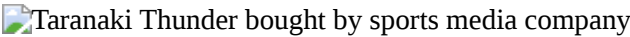


Toggle navigation

[Submit](#) 

Taranaki Thunder bought by sports media company

Theme:
Voice & Visibility



Co-authored by Taranaki Reporters, Taranaki Daily News/Stuff

Taranaki women’s basketball club the Taranaki Thunder have been bought by the same Australian sports media company as the Taranaki Airs.

The aim of going into a strategic partnership with Media8 New Zealand was to foster the growth and development of women's basketball in the Taranaki region.

This collaboration is a testament to the shared commitment of both organisations to empower female athletes and promote gender equality in sports, Media8 New Zealand general manager Cole Brown said.

"We are thrilled to join forces with Taranaki Thunder to champion the cause of women's basketball. Our commitment to fan engagement accompanied with our expertise in marketing, and management services will help amplify the club's efforts and bring deserved recognition to these talented athletes."

Taranaki Thunder chair Aarun Langton said the partnership was a significant milestone.

“Their support will enhance our capabilities to organise events, attract sponsorships, and engage with our community more effectively. We are grateful for this opportunity to collaborate and make a positive impact."

Media8 NZ would take over management of the team providing comprehensive media and marketing support, assist in securing sponsorships, and promote Thunder's events and activities. Media8 NZ will continue to work closely with the Thunder community, who will offer valuable insights and direction through steering groups to ensure the success of the joint initiatives.

Last year Media8 bought the Taranaki Airs.


At the time Brown, in his role as Airs general manager said [the decision to sell the club followed a realisation that the volunteers who had worked tirelessly behind the scenes could no longer keep up with the expanding demands of competing in the New Zealand National Basketball League.](#)


Former Tall Fern and Thunder stalwart Zoe Kensington emphasised the importance of community and volunteer support.


"Our achievements are built on the dedication of countless volunteers and the unwavering support of our community. This partnership with Media8 NZ will enable us to reach new heights and inspire more young women to pursue their passion for basketball."

The collaboration is set to tip-off immediately.

- Taranaki Daily News


Save this Insight






Print this Insight



Download Insight assets
For use in your own documents


Was this Insight helpful?



Share this Insight

-  [Facebook](#)
-  [Twitter](#)
-  [Email](#)
-  Copy this page's URL

 Save this Insight

 Print this Insight

 Download Insight assets



[Email this Insight](#)

 Close 'Download Insight Assets' modal

Download Insight assets


- [Taranaki Thunder bought by sports media company.pdf](#)
- [Taranaki.jpeg 50KB JPEG](#)

Was this Insight useful?



Similar Insights (62)


[Wine, Cheese, and Wāhine Initiatives - Nuku Ora](#)

 Save insight

Voice & Visibility

Wine, Cheese, and Wāhine Initiatives - Nuku Ora

By Lily Joiner - Nuku Ora
[Ali Pottinger - The future of trail running for women in Australasia](#)

 Save insight

Voice & Visibility

Ali Pottinger - The future of trail running for women in Australasia

By Ali Pottinger - Squadrun
[WOMENZSPORTS presents Alice Soapbox: Mea Motu](#)

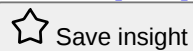
 Save insight

Voice & Visibility

WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womenzsports

[WomenzSports presents Alice's soapbox: Emma Twigg \(Rowing\)](#)

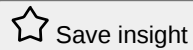


Voice & Visibility

WomenzSports presents Alice's soapbox: Emma Twigg (Rowing)

By Dani Marshall - Womenzsports

[WomenzSports presents Alice's soapbox: Shiray Kaka \(Rugby 7's\)](#)

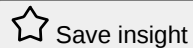


Voice & Visibility

WomenzSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)

By Dani Marshall - Womenzsports

[Fundraising for Women's Sports in New Zealand](#)

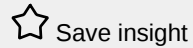


Voice & Visibility

Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womenzsports

[FIFA Women's World Cup Media & Gender Case Study 2023](#)

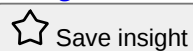


Voice & Visibility

FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand

[Change in Action - 1 Year on from IWG Webinar](#)

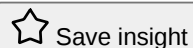


Voice & Visibility

Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa

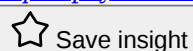
[2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage](#)



Voice & Visibility

2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage

[Equal pay commitments set for women's sport in NSW, lead by female advocates](#)



Voice & Visibility

Equal pay commitments set for women’s sport in NSW, lead by female advocates

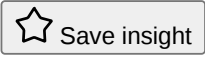
By Merran Brockie-David - Women in Sport Aotearoa
[Change Our Game State of Play Survey 2022-2023](#)



Voice & Visibility

Change Our Game State of Play Survey 2022-2023

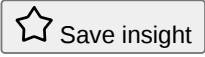
[Findings report – The Value of You Can Be What You Can See](#)



Voice & Visibility

Findings report – The Value of You Can Be What You Can See

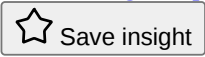
[Tātāwhāinga - Episode 7: The Role of Sports Media](#)



Voice & Visibility

Tātāwhāinga - Episode 7: The Role of Sports Media

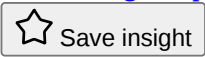
By Erin Roxburgh - Women in Sport Aotearoa
[Tātāwhāinga - Episode 6: Hosting Major Events](#)



Voice & Visibility

Tātāwhāinga - Episode 6: Hosting Major Events

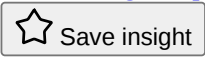
By Erin Roxburgh - Women in Sport Aotearoa
[Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2](#)



Voice & Visibility

Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2

By Erin Roxburgh - Women in Sport Aotearoa
[Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga](#)

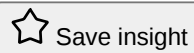


Voice & Visibility

Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

By Erin Roxburgh - Women in Sport Aotearoa

[Relational Leadership, Visibility & Voice](#)



Voice & Visibility

Relational Leadership, Visibility & Voice

By Kirsten Spencer - Auckland University of Technology

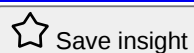
[University of Otago Inclusive Language Guidelines](#)



Voice & Visibility

University of Otago Inclusive Language Guidelines

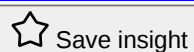
[How men can become better Allies to Women](#)



Voice & Visibility

How men can become better Allies to Women

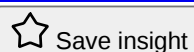
[How to be a male ally to women's sport](#)



Voice & Visibility

How to be a male ally to women's sport

[Future Talent: Yasmeen Kareem](#)



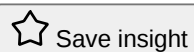
 Yasmeen Kareem

Voice & Visibility

Future Talent: Yasmeen Kareem

By Vincent Jones - Edged and Gone

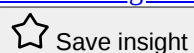
[IWG: Moonira Ramathula Moonira - Visibility and Voice](#)



Voice & Visibility

IWG: Moonira Ramathula Moonira - Visibility and Voice


[IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches](#)



Voice & Visibility

IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches

[Wellington and Graham sign with Brave for Super Smash](#)


 Save insight

Voice & Visibility

Wellington and Graham sign with Brave for Super Smash

By Vincent Jones - Edged and Gone


[IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa](#)

 Save insight

Voice & Visibility

IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa


[Latest research from Women’s Sport Trust delves into visibility and fandom of women’s sport in 2023](#)


 Save insight

Voice & Visibility

Latest research from Women’s Sport Trust delves into visibility and fandom of women’s sport in 2023

[Future Talent: Paige Loggenberg](#)

 Save insight


 Voice & Visibility

Voice & Visibility

Future Talent: Paige Loggenberg

By Vincent Jones - Edged and Gone


[New Women’s Sport Trust Partnership With The R&A Reveals Women’s Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures](#)

 Save insight

Voice & Visibility

New Women’s Sport Trust Partnership With The R&A Reveals Women’s Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures

[IWG: Troy Han - Celebrating Women In Sport](#)

 Save insight

Voice & Visibility

IWG: Troy Han - Celebrating Women In Sport

[IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia](#)

 Save insight

Voice & Visibility

IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia
[A level playing field: the case for investing in women's sport](#)

 Save insight

Voice & Visibility

A level playing field: the case for investing in women's sport


[Aotearoa New Zealand Gender Attitudes Survey 2023](#)

 Save insight

Voice & Visibility

Aotearoa New Zealand Gender Attitudes Survey 2023


By Maddi Mclean - Sport New Zealand
[2021 National Sport Club Survey - Female Friendly Environments](#)

 Save insight

Voice & Visibility

2021 National Sport Club Survey - Female Friendly Environments


By Maddi Mclean - Sport New Zealand
[Men as Allies: supporting women and girls in community sport](#)

 Save insight

Voice & Visibility

Men as Allies: supporting women and girls in community sport


[In a league of her own: WISPA Foundation Member Toni Bruce wins major award](#)

 Save insight

Voice & Visibility

In a league of her own: WISPA Foundation Member Toni Bruce wins major award


[Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action](#)

 Save insight

Voice & Visibility

Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action


[Title IX was a game-changer, but women are still fighting for an equal playing field](#)

 Save insight

Voice & Visibility

Title IX was a game-changer, but women are still fighting for an equal playing field

[WomensSports present's Alice's Soapbox: Ruahei Demant \(Rugby 15's\)](#)


 Save insight

Voice & Visibility

WomensSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)

By Dani Marshall - Womenssports


[The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy](#)

 Save insight

Voice & Visibility

The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy


[What women want: A wishlist from Kiwi wāhine in sport](#)

 Save insight

Voice & Visibility

What women want: A wishlist from Kiwi wāhine in sport

[CJ's Story Inspiring Inclusion](#)

 Save insight




Voice & Visibility

CJ's Story Inspiring Inclusion

By Dantaye Simpson - Sport Manawatu


[2023 Women's Sporting Landscape](#)

 Save insight

Voice & Visibility


2023 Women's Sporting Landscape

[IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy](#)

 Save insight

Voice & Visibility


IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy
[IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport](#)

 Save insight

Voice & Visibility

IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport


[Sail GP: how many women on the water this weekend?](#)

 Save insight

Voice & Visibility

Sail GP: how many women on the water this weekend?

[Kiwi wins gold in groundbreaking women's event](#)

 Save insight

Voice & Visibility

Kiwi wins gold in groundbreaking women's event


[The impact of uniform design on female athletes' confidence - Massey University](#)

 Save insight

Voice & Visibility

The impact of uniform design on female athletes' confidence - Massey University


[Pioneer women surfers reflect on their struggle for recognition](#)

 Save insight

Voice & Visibility

Pioneer women surfers reflect on their struggle for recognition


[Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?](#)

 Save insight

Voice & Visibility

Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?

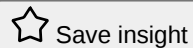
[Basketball: Player payments double for Taiuhi Basketball Aotearoa](#)

 Save insight

Voice & Visibility

Basketball: Player payments double for Taiuhi Basketball Aotearoa

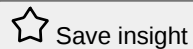
[Survey: Consumers want brands to invest in women's sports](#)



Voice & Visibility

Survey: Consumers want brands to invest in women's sports

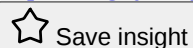
[FIFA Women's World Cup economic, social impact 'exceeded expectations' - report](#)



Voice & Visibility

FIFA Women's World Cup economic, social impact 'exceeded expectations' - report

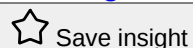
[Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby](#)



Voice & Visibility

Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby

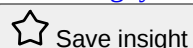
[IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?](#)



Voice & Visibility

IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?

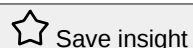
[World Rugby's smaller ball proposal ignites debate on gender equality in sports](#)



Voice & Visibility

World Rugby's smaller ball proposal ignites debate on gender equality in sports

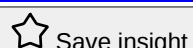
[IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the 'Game on for Women' strategy](#)



Voice & Visibility

IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the 'Game on for Women' strategy

[Video: Yarns with Commonwealth Games athlete Alethea Boon](#)



Voice & Visibility

Video: Yarns with Commonwealth Games athlete Alethea Boon
[Super Rugby Aupiki: Navigating challenges for the growth of women’s rugby](#)

 Save insight

Voice & Visibility

Super Rugby Aupiki: Navigating challenges for the growth of women’s rugby


[The Rise of Women’s Sports Isn’t a Moment, It’s a Movement | Analysis](#)

 Save insight

Voice & Visibility

The Rise of Women’s Sports Isn’t a Moment, It’s a Movement | Analysis

[IWG: Sally Rae - Level playing fields do not exist](#)

 Save insight

Voice & Visibility

IWG: Sally Rae - Level playing fields do not exist


[IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?](#)

 Save insight

Voice & Visibility

IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?

[The ROI of Women’s Sports: A Blueprint for Value Investing](#)

 Save insight





Voice & Visibility

The ROI of Women’s Sports: A Blueprint for Value Investing

Our Partners

-  Sport NZ Sport NZ
-  Auckland Unlimited Auckland Unlimited
-  Spark Sport Spark Sport

[Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa](#)

-  [Facebook](#)
-  [Instagram](#)
-  [Twitter](#)
-  [YouTube](#)

- [Contact](#)
- [FAQs](#)
- [Privacy policy](#)
- [Terms of use](#)

© 2024 Women in Sport Aotearoa

Subscribe to our newsletter

Receive the latest news, events and insights as we publish them.

Name:

Email:

[Subscribe](#) >



 Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa

Subscribe to our newsletter

Our weekly email delivering the latest insights as we publish them, tailored to your tastes.

First name:*

Email:*

Preferences

Select those that apply to you to help us customise your Insight Hub experience.

Insight Themes

- ☒ All
- ☒ Leadership
- ☒ Social Change
- ☒ Active Lives
- ☒ High Performance
- ☒ Visibility and Voice

Insight Content Types

- ☒ All
- ☒ Research
- ☒ Case studies
- ☒ News stories
- ☒ Toolkits

Subscribe now >