

PĀNUI PĀPĀHO

Media Release

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Shane Taurima to step down as Whakaata Māori Kaihautū

Whakaata Māori has announced that Kaihautū Shane Taurima will step down at the end of this year after almost eight years leading the organisation. He has accepted the role of Pou Matua, Group Chief Executive, at Tū Ātea, which he will take up in February 2027.

Whakaata Māori Chair Jamie Tuuta acknowledged Shane's contribution during a period of considerable change for the organisation.

“Over almost eight years, Shane has led Whakaata Māori with a clear focus on our people and the kaupapa we are here to serve,” Jamie said.

“During that time, Whakaata Māori has become a financially stronger, digital-first Indigenous media organisation. More people are consuming our content than ever before, and we better understand the impact our mahi is having and how we can make an even greater difference for te reo me ngā tikanga Māori, whānau and our communities.

“That progress has been collective. Our team has carried the mahi while continuing to deliver for our audiences and kaupapa.”

Jamie said Whakaata Māori had a clear direction and an ambitious programme of mahi ahead.

“The Government has committed \$8 million over three years through Budget 2026 to accelerate our digital development, and work is already underway to design the next phase of the organisation.

“The next Kaihautū will inherit strong foundations and have the opportunity to work with the Board and our team to shape what comes next.”

Shane said leading Whakaata Māori had been the greatest privilege of his executive career.

“Everything we have done has ultimately been in service of the same kaupapa: kia mauriora te reo,” Shane said.

“Tū Ātea presented a rare opportunity to take what I have learned and make my next contribution through another nationally significant kaupapa Māori organisation.

“Whakaata Māori and Tū Ātea have different responsibilities, but both grew from generations of Māori advocacy for our taonga and our right to determine our own future. I see them as different branches of the same rākau (tree), nourished by the same pakiaka (roots): our whakapapa and aspirations for mana motuhake and tino rangatiratanga.

“The branch is different. The pakiaka are the same.”

Shane said there was important mahi to complete before he finishes at the end of the year.

“I remain fully committed as Kaihautū and focused on delivering for our people, our audiences and our kaupapa.”

The Board will begin recruitment for the next Kaihautū immediately.

“Leadership will change. The kaupapa endures,” Jamie said.

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Notes

Shane Taurima joined Whakaata Māori as Deputy Chief Executive in September 2018 and was appointed Acting Chief Executive in December 2018. He was permanently appointed Kaihautū in May 2019 and subsequently reappointed for a further five-year term, which was due to conclude in 2029.

Tū Ātea is a Māori-owned technology, telecommunications and infrastructure group established to steward Māori spectrum assets and advance Māori participation, influence and prosperity in the digital economy. Its origins are grounded in decades of Māori advocacy for rights and interests in radio spectrum, and it now operates across spectrum, telecommunications, digital infrastructure and technology.

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About Whakaata Māori

Whakaata Māori is the national indigenous media organisation of Aotearoa. We are the waka carrying te reo Māori and Māori storytelling forward, strengthening identity, belonging and cultural confidence across the motu. For more visit whakaatamaori.co.nz.