

COMPANY CAPABILITY STATEMENT

Māori language • Tikanga • Leadership • Screen & Media

Who we are

Ruia Taitea Consultancy is an emerging Māori-led consultancy grounded in the whakapapa and cultural heritage of Te Arawa. Led by its founder and principal consultant, the business supports organisations and creative teams to engage meaningfully with te reo Māori, tikanga Māori, Māori educational practice and culturally informed storytelling.

Our approach brings together practical teaching, thoughtful cultural advice and collaborative development. We seek to strengthen capability while respecting the distinct authority, knowledge and tikanga of the communities involved.

Our guiding philosophy

“Ruia taitea, ruia taitea, kia tū ko taikākā anake.”

“Strip the sapwood so that the heartwood remains.”

This whakataukī speaks to identifying and retaining what is enduring and essential. In the founder’s whānau oral tradition, it is associated with the Te Arawa ancestor Te Roro o te Rangi. This attribution is presented as whānau tradition rather than an independently verified historical claim.

Our capabilities

01 Te Reo Māori & Education Learning programme design; tailored workshops and tutoring; language support; curriculum and resource development; pronunciation and communication coaching.

02 Tikanga & Cultural Advisory Tikanga-informed planning and facilitation; cultural guidance for organisations; support for respectful engagement; advice on protocol, language and context, with relevant iwi or hapū expertise engaged where required.

03 Leadership & Capability Leadership workshops drawing on Māori values; mentoring and development; facilitation for teams; support for confident communication, whaikōrero learning and cultural capability.

04 Screen, Stage & Media Script and dialogue review; te reo Māori pronunciation coaching; cultural context for character and story; actor preparation; production consultation and on-set support where appropriate.

How we work

Listen & understand. Clarify your kaupapa, audience, intended outcomes and the people whose knowledge or interests are involved.

Design together. Agree on scope, deliverables, timeframes, responsibilities and cultural review needs before work begins.

Deliver with care. Provide practical, fit-for-purpose teaching, facilitation or advisory support with clear communication.

Review & strengthen. Evaluate outcomes, gather feedback and identify opportunities to build lasting capability.

Who we work with

Education providers and schools • Public sector agencies • Businesses and workplaces • Iwi, hapū and community organisations • Film, television, theatre and creative production teams

What sets our approach apart

- A clear Te Arawa foundation, while recognising the diversity of Māori communities.
- A practical bridge between language, education, cultural practice and screen storytelling.
- Flexible engagement, from one-off workshops and advisory sessions to project-based support.
- A commitment to appropriate consultation and specialist involvement where kaupapa extends beyond the founder's expertise or mandate.

Engagement options

Introductory discovery conversation • Half-day or full-day workshops • Project-based consultancy • Script and production support • Ongoing advisory arrangements. Scope and fees are agreed through a written proposal.

Founder & Principal Consultant

Rapaea Tekaniwha Mitai-Ngātai

Ruia Taitea Consultancy | Te Arawa

Contact

Email: [insert business email] Phone: [insert phone number]

Website: [insert confirmed website] Based in: Aotearoa New Zealand

This capability statement is an introductory company profile. Services and availability are subject to agreement.