

RUGBY ACADEMY



The Raukura Rugby Academy is built on a proud tradition of excellence, discipline, and brotherhood. Our program develops young men who show strength of character, leadership, and integrity both on and off the field. At Raukura, success in rugby begins with strong values and a commitment to continuous growth.

Students in the academy are expected to embody three core principles that define the Raukura Rugby whānau:

Work Ethic – Success comes from discipline, commitment, and a daily drive to improve. Players are encouraged to give their best in every training, classroom, and game.

Embrace the Culture – We are a brotherhood. Students are encouraged to honour our traditions, engage with Māori culture, and contribute positively to our kura and community. A good man makes a good rugby player.

Be Coachable – Growth comes from staying open-minded, listening, and applying feedback. The best players are those who adapt and keep learning.

Through expert coaching, strength and conditioning, performance analysis, and leadership development, the academy provides a pathway for players to reach their potential. Academic achievement and life balance remain key priorities, ensuring our players leave Raukura ready for success in sport and in life.



DIRECTOR OF RUGBY



Jeremy Te Huia

Jeremy brings a wealth of experience and a deep passion for developing young athletes. A former semi-professional player in New Zealand, he represented North Otago, Wairarapa Bush, and the Hurricanes Development team before taking his talents to Europe, where he played test rugby for Germany after qualifying through residency.

Jeremy's coaching philosophy centres on discipline, hard work, and integrity—values that develop not only exceptional rugby players but outstanding young men. He fosters a strong sense of whānau (family) within his teams, ensuring every player feels supported and connected.



DIRECTOR OF RUGBY ACADEMY



Hikawera Elliot

We are proud to have Hika Elliot, former All Black and renowned rugby legend whose career has inspired players across New Zealand and beyond.

A powerful hooker known for his strength, skill and leadership on and off the field, Hika represented the All Blacks, Chiefs, Hurricanes and Māori All Blacks with distinction. Over his career, he earned a reputation for his relentless work ethic, professionalism, and deep understanding of the game. Hika continues to give back to rugby, mentoring and coaching young athletes while sharing his passion, and values.

