# Annual General Meeting

Meeting on **July 13, 2023**

ESPORT CANADA

# Report Highlights

**Part 1:** Mission, Vision, & Core Values

**Part 2:** Impact Report(s)

**Part 3:** Financial Report

**Part 4:** Accomplishments

**Part 5:** Voting

**Part 6:** Announcements

**Part 7:** Closing

# Land Acknowledgement

Esport Canada brings together a community of gamers on traditional Indigenous land. While we, who are in person, meet on Treaty 13 land, and others join us on a virtual platform, we respect the unceded and treaty lands we are on and acknowledge the harms and mistakes of the past and present. We dedicate ourselves to authentic alliances with Indigenous communities in a spirit of reconciliation and cooperation.

# Introduction

Esport Canada is a federally registered not-for-profit corporation and national governing body for Canadian esports. We work in conjunction with our Members to promote the growth and development of esports participation and excellence at all levels of play, for all Canadians. We advocate for the development of talent in Canada and opportunities to work and thrive in Canada, while striving to create equitable opportunities for all Canadians to engage and excel in esports.

## Our Mission

Our mission is to empower Canadian gaming communities through collective advocacy, representation, and sanctioned competition and events that allow all Canadians to engage and excel in esports.

## Our Vision

Our vision is to build the Canadian Esports Ecosystem by fostering a national community built on respect, excellence, and love of the game

# Core Values

Built upon our core values of Diversity, Equity, and Inclusion, Advocacy, Collaboration, and Play, we aim to provide opportunities for all Canadians to thrive personally and professionally while supporting and promoting healthy, balanced gaming lifestyles, sportsmanship, excellence, and love of the game.

## Diversity, Equity, and Inclusion

Esport Canada believes in fostering safe and inclusive spaces for ALL Canadians to play, compete, learn, excel, and belong.

## Advocacy

Esport Canada is committed to advocating for inclusive and equitable environments where all Canadians can engage in competitive gaming.

## Collaboration

Esport Canada works to unify, amplify, and empower schools, local gaming communities, and industry so we can reach the highest standards of excellence, together.

## Play

Esport Canada believes that positive gaming communities where everyone can learn, compete, strive for excellence and find belonging through games brings out the best in us

# Motions

**Motion to accept minutes from previous AGM**

**Motion to accept agenda for 2023 mtg**

# Impact Reports

Esport Canada is dedicated to creating diverse, equitable, and inclusive opportunities for ALL Canadians to engage and excel in esports through divisions of specialized support:

- **ESPORT CANADA EDU**
- **ESPORT CANADA POST SECONDARY**
- **ESPORT CANADA COMPETITIVE**

# Esport Canada EDU

Esport Canada EDU supports provincial school esports associations and individual schools in creating opportunities for students to develop holistically through school-based esports. This student-centered approach to school esports is focused on 4 pillars of programming and support:

- **Varsity Esports** – Competitive, extra-curricular esports leagues and tournaments
- **Scholastic Esports** – Esports integrated into curricular learn and as curricular learning
- **Intramural Esports** – Casual gaming clubs and intra-school gameplay
- **Development & Resources** – Networking for educators, workshops, consulting, IT support, curriculum and resource templates, development and support

# Esport Canada EDU

**ACCOMPLISHMENTS**

- Fall Tournament featuring Rocket League to start of the season
- Support capacity building and program development in existing provincial school esports orgs – congrats to Ontario School Esports Association and Manitoba School Esports Association on each hosting their first large scale in person events this year
- Focus on activating educator run provincial school esports associations throughout the Western Canada. Welcome to:
    - School Esports Association of British Columbia
    - Saskatchewan School Esports Association
    - Alberta Educators working group – foundational work supported by AESA and ATLE

# Esport Canada EDU

## Multi Year Strategic Plan

**01** Activate educator-run NPO School Esports Orgs in all the Atlantic Provinces & begin to connect with territory schools

**05** Host an educators conference to build visibility and capacity for school esports

**10** Host rotating city in person national finals every 2 years in conjunction with the educators conference

# Esport Canada Post Secondary

Esport Canada Post-Secondary Esport Canada Post-Secondary (**ECPS**) is a national council dedicated to advancing post-secondary esports in Canada and fostering its growth through the promotion of Standards of Excellence. ECPS is founded upon three (3) fundamental pillars:

- **Advocacy:** ECPS actively engages in advocating for Canadian post-secondary esports programs, ensuring their inclusion, and addressing their specific requirements with regard to North American Leagues, publishers, and government entities
- **Recognition:** ECPS seeks to recognize and acknowledge exceptional achievements within the Canadian post-secondary esports landscape by:
  - Identifying top teams in Canada using the Canadian Power Rankings and National Tournaments.
  - Awarding and celebrating the success and outstanding contributions and accomplishments of coaches, staff, programs, players, and students.
- **Education:** ECPS aims to promote the growth of esports in Canadian post-secondary institutions by:
  - Encouraging and persuading more Canadian institutions to allocate resources to esports.
  - Assisting in the establishment and development of new varsity esports programs in Canadian post-secondary institutions.
  - Providing guidance to student esports clubs in their efforts to obtain varsity recognition and support.
  - Establishing Standards of Excellence to define the criteria and expectations for varsity programs.
  - Conducting and publishing an annual survey to collect and present a comprehensive overview of the current state of post-secondary esports in Canada.

# Esport Canada Post Secondary

**ACCOMPLISHMENTS**

- Ran National Championship back in November – 5 game titles 37 schools 93 teams 693 registered students 163 matches played 5 champions crowned
- Over 550,000 impressions on Twitter
- National Power Rankings all season in Rocket League, Valorant, League of Legends and Call of Duty
- Assisted in the advancement and elevation of numerous programs across the country
- Met with numerous school representatives to help develop individual plans to get esports the support needed on each campus.

# Esport Canada PS

## Multi Year Strategic Plan

01

- Adapt our online community to help empower representation from all levels of esport programs in Canada
- Launch an Educator focus to ECPS to connect teachers and leaders in higher education across the country to one another.
- Add more titles to our Power Rankings system (Overwatch, Apex, CSGO, R6)
- Host a second-semester National Championship as well as our first-semester version
- Continue to develop our summer showcase exhibition. Potentially change the date to August to act as a preseason hype tournament for new teams.
- Launch an end of year award show to help recognize and celebrate our own.
- Continue to convince more Canadian institutions to invest in esports
- Grow our connections within the K-12 space

# Esport Canada PS

## Multi Year Strategic Plan

05

- Host an in-person National Championship
- Develop an educational and personal development conference for everyone involved in collegiate esports in Canada. Directors, Managers, Coaches, Production, Educators
- Consider leadership roles representing different communities within ECPS to Council or other elevated positions to help grow connections across the ECPS landscape.
- Develop a Canadian Esports Collegiate report that brings stats together to help elevate the community.
- Reach 20+ Varsity Programs in Canada connected to ECPS
- Have representation from every province in Canada
- Develop a recruitment pipeline option to connect k-12 with collegiate directly

# Esport Canada PS

## Multi Year Strategic Plan

10

- Reach 30+ Varsity Programs in Canada connected to ECPS

# Esport Canada Competitive

Esport Canada Competitive (**EC COMP**) is a national council that works alongside not-for-profit provincial associations, grassroots organization, industry, and the many diverse gaming communities across the country to develop and support Canadian talent and opportunities to participate and excel at all levels of play, for all Canadians.

- **Recreational Esports**
  - Supporting leagues, tournaments, and drop-in gaming communities that range from new players to top competitors. The purpose of this setting is to compete and have fun, founded on a shared love of the game.
- **Club Esports**
  - Supporting leagues and tournaments that are focused on accelerated skill development. These programs develop the player and help create pipelines to amateur and professional opportunities through tiered gaming, academy schools, and junior leagues.
- **Amateur Esports**
  - Supporting Canada's top amateur players as they develop their pathway to professional esports through experience and exposure in provincially and nationally sanctioned tournaments and leagues, and opportunities to represent Canada on the international stage.
- **Professional Esports**
  - Supporting professional Canadian esports talent and opportunities to play on professional teams in Canada through strategic partnerships and government advocacy.

# Esport Canada Competitive

**ACCOMPLISHMENTS**

- MISHIMIZED competed in TEKKEN 7 at the 2022 IESF WEC in Bali, Indonesia, finishing 13th overall out of over 40 competitors
- Competed against USA's CS:GO team, the Evil Geniuses starting lineup in the IESF Regional Qualifiers. We lost 2:0 but showed incredible dedication/sportsmanship throughout. Thanks to our roster: djay, JOLZ, Pluto, Tenski and walker
- Bringing together Provincial Esports Associations from across the country to create our inaugural Esport Canada Competitive National Council including:  Yukon Esports Alliance, British Columbia Esports Association, Alberta Esports Association, Saskatchewan Esports Association, Manitoba Esports Association, and Focus Group from Ontario
- Congrats to Canada's own Kyle Kazama headed to the 2023 IESF WEC in Iasi, Romania this August!

# Esport Canada COMP

## Multi Year Strategic Plan

**01** Activate provincial NPO Esports Org in Ontario

**05** Activate provincial NPO Esports Orgs in Atlantic provinces and territories, and support the establishment of provincial leagues for Rec and Club programs

**10** Host rotating city in person Esport Canada Games every 2 years

# Financial Report

# Statement of Operations

Esport Canada
Statement of Operations
for the years ended June 30, 2022 and 2023

| | 2023 | | 2022 | |
|---|---|---|---|---|
| Revenues | | | | |
| Expenditures | | | | |
| Administration | $290.41 | | $19.16 | |
| Advertising and Promotion | 371.82 | | 294.08 | |
| Athlete Support | 463.02 | | 0.00 | |
| Legal Fees | 77.00 | | 650.40 | |
| Total Expenditures | | 1202.26 | | 963.64 |
| Excess of Revenues over Expenditures | | -$1,202.26 | | -$963.64 |

*Unaudited*

# Comparative Balance Sheet

Esport Canada
Statement of Financial Position
as at June 30, 2023

| | 2023 | 2022 |
|---|---|---|
| Assets | | |
| Cash | $0.00 | $0.00 |
| Total Assets | 0.00 | 0.00 |
| Liabilities and Net Assets | | |
| Current Liabilities | | |
| A/P - Melissa | $2,015.90 | $963.64 |
| A/P - Amar | 124.00 | |
| A/P - Matt | 13.00 | |
| A/P - Kendryx | 13.00 | |
| Total Liabilities | 2,165.90 | 963.64 |
| Net Assets | -2,165.90 | -963.64 |
| Total Liabilities and Net Assets | $0.00 | $0.00 |

*Unaudited*

# EC Overview

# Accomplishments

Addition of Executive Team and a new Board Member

CK Dhaliwal
**Chief Partnership Officer**

Amar Sidhu
**Chief Legal Officer**

Landon Gorbenko
**Chief Performance Officer**

Kendryx Linscott
**Chief Marketing Officer**

Carol Meissner
**Chief Financial Officer & Treasurer**

# Accomplishments

Addition of Volunteers

Steve Orillion
**Senior National Community Manager**

Jehan Moorthy
**Strategic Partnerships**

Chantelle Ouano
**Senior UX Designer**

# Accomplishments

**Esports Australia**

**Supported Canadians Internationally**

**New Relationships**

# Esport Canada Goals

## Multi Year Strategic Plan

**01** Build and strengthen ties with Canadian stakeholders & explore sustainable models of funding and program development

**05** Receive recognition and financial support from the federal government, and advocate on behalf of Canadians for safe and equitable opportunities to compete internationally

**10** Establish Canada as global leader for esports infrastructure, sustainability and equitability

# Voting

# Esport Canada Voting

**Treasurer**

**EDU Chair**

**PS Chair**

**COMP Chair**

# Announcements

# CANADA ESPORTS Association

# Closing Remarks