



2021- 2022

A N N U A L REPORT

ESPORT CANADA



www.esportcanada.org

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2022-2023 GOALS

FOREWORD BY MELISSA BURNS, EXECUTIVE DIRECTOR OF ESPORT CANADA

2021/2022 was a successful program year for Esport Canada that ushered in a season of intense growth for the organization as a whole.

This was Esport Canada's first year offering high school competition, having run our inaugural season (2020/2021) exclusively for middle school students in grades 6-8. This addition was met with great support and helped to increase communication between middle school and high school programs across the country, particularly in Manitoba and Ontario.



Part of our mission has been to facilitate the growth of independently run provincial organizations to best serve local communities. We were able to continue conversations throughout western Canada, open new conversations in eastern Canada, and see individual schools from 6 provinces compete in various events throughout the year. We also facilitated the establishment of the Ontario Federation of School Esports Associations (OFSEA) with 17 school districts represented within the federation.

As a national organization, Esport Canada was able to officially register as a federally recognized not-for-profit, and was represented internationally in various competitions and events throughout the year, notably becoming a National Affiliate of NASEF.

Our mission to build connections within the Canadian Esports Ecosystem led us to partner with St. Clair College, Fanshawe College, and FC Gaming for broadcasting and content. Additionally, we were able to build relationships with community based organizations such as MESA and NFESE to extend student learning beyond the classroom.

Diversity, Equity, and Inclusion continue to be foundational to our work. This year we had the opportunity to amplify the voices of some incredible Canadian programs and content creators who are actively creating safe spaces for people to belong, and to host a panel discussion on Engaging Girls in Gaming that reached an estimated audience of over 10,000 people.

Finally, Esport Canada was able to announce that we have expanded into amateur competition as an Affiliate Member of the International Esports Federation, competing this fall in both the PANAM Open and the IESF World Championships.

We look forward to continuing this groundbreaking work in the coming year and expanding our family to better support esports communities across Canada in the 2022-2023 program year.

Melissa Burns
Executive Director, Esport Canada



Esport Canada is a nationally recognized not-for-profit organization dedicated to supporting the Canadian Esports Ecosystem by partnering with schools, post-secondary institutions, local gaming communities and Canadian industry leaders to provide opportunities for all Canadians to engage and excel in esports through our EDU (K12), Post-Secondary, Community and Competitive divisions. We are committed to providing opportunities for Canadians to be represented internationally by hosting sanctioned regional and national competitions.

Built upon our core values, we strive to bring together communities across Canada to support the growth and development of esports through inclusion, education, advocacy, sportsmanship, excellence, and play. We aim to provide opportunities for Canadians to thrive personally and professionally by supporting and promoting healthy gaming lifestyles while partnering with leading industry experts to support local economy and future development.

OUR MISSION

Our mission is to amplify local gaming communities through federal advocacy, international representation, and sanctioned national competition and events that allow all Canadians to engage and excel in esports.

OUR VISION

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

CORE VALUES

COLLABORATION » We connect and amplify the work of schools, local gaming communities, and industry leaders so we can reach the highest standards of excellence, together.

INCLUSION » We believe in fostering an uplifting community that creates safe spaces where we respect diversity and empathize with others.

EDUCATION » We are committed to supporting a student/gamer centered approach to esports that aims to build capacity among players, organizers, and industry leaders, founded in research, education, and advocacy.

PLAY » We believe that positive gaming communities bring out the best in us. We strive to create a community where everyone can learn, compete, strive for excellence and find belonging through games.



WHAT ARE ESPORTS?

Esports are a form of organized competition based around multiplayer video games that feature competitive elements and a strong fanbase. It is one of the fastest growing areas of competitive sports and entertainment in the world, and involves far more than just playing video games. It brings together community, competition, excellence, economic potential, career development and opportunities that support Canadians young and old.

WHY ESPORT CANADA?

Esport Canada is a national body committed to supporting growth, awareness, and standards of excellence in esports across Canada.

As a national not-for-profit organization, our aim is to facilitate and coordinate esports leagues, tournaments and events while fostering the development of grassroots programs for diverse communities throughout Canada.

We will achieve this goal by providing resources, services, and support for esports programs through community outreach, research, and advocacy while promoting the shared values and benefits of esports.

Esport Canada will champion this student/gamer centered approach to esports by liaising with international bodies to support global connections and growth within the Canadian esports ecosystem, with an emphasis on supporting local



OUR SECOND YEAR

2021-2022 HIGHLIGHTS

1

Building COMMUNITY

Connected over **30 SCHOOL BOARDS** from **6 PROVINCES**

Established our **CONSTITUTION & FEDERAL REGISTRATION** as a **Not-For-Profit**

2

Engaging STUDENTS

Connected more than **400 STUDENTS**

Provided support for both **MIDDLE SCHOOL** and **HIGH SCHOOL** esports programs

3

Facilitating EVENTS & TOURNAMENTS

Regional & National Tournaments with over **70 TEAMS**

Hosted a tournament for International Video Game Day with **5 COUNTRIES** participating, streamed in **3 LANGUAGES**

4

Leading INDUSTRY

Canada's **LARGEST not-for-profit** esports federation with a focus on scholastic excellence

National Affiliate Federation with the **International Esports Federation (IESF)** and the **NORTH AMERICAN SCHOLASTIC ESPORTS FEDERATION (NASEF)**

2021-2022 SUMMARY & HIGHLIGHTS

GROWING OUR INFLUENCE

MEMBERSHIP UPDATE

In 2021-2022, Esport Canada offered membership exclusively to Canadian K12 Schools through joint membership with local provincial organizations or directly to Esport Canada where provincial organizations do not currently exist. We have seen our membership grow significantly since the 2020-2021 school year from 10 schools boards in 4 provinces to over **30 school boards from 6 provinces** represented in the 2021-2022 school year. Here are some of the our associated school boards:



MEMBERSHIP UPDATE



THE STATE OF PLAY

Canada's video and digital games ecosystem has steadily matured over the last decade. According to the Entertainment Software Association of Canada (ESAC), mainstream acceptance of games and gamer culture accelerated between 2016 and 2018. An estimated 64 percent of the population, or 23 million Canadians, played some kind of video game in the four weeks preceding being surveyed in June 2018. According to NewZoo, approximately 1.5 million of these gamers may be considered esports enthusiasts (defined as watching esports at least once a month).



23 million
Canadians are regular gamers (since 2016)



10 hours
Avg. time Canadian gamers play/week



39 years
Avg. age of Canadian gamers



1.5 million
Canadians are esports enthusiasts (2018)



46%
of Canadians play on mobile most often



24%
of Canadians play on PC most often



26%
of Canadians play on consoles most often



1%
of Canadians play on VR most often

73% of Canadians have played a video game on a mobile device in the last month

57% of Canadians have played a video game on a computer in the last month

54% of Canadians have played a console on a computer in the last month

3% of Canadians have played a VR console on a computer in the last month

89% of Canadians own a mobile device

89% of Canadians own a PC

29% of Canadians own a handheld console

Source(s): ESAC and Nordicity, 2018

ESPORTS CANADA SANCTIONED GAME TITLES 2021-2022

MIDDLE SCHOOL



HIGH SCHOOL



Amateur Competition





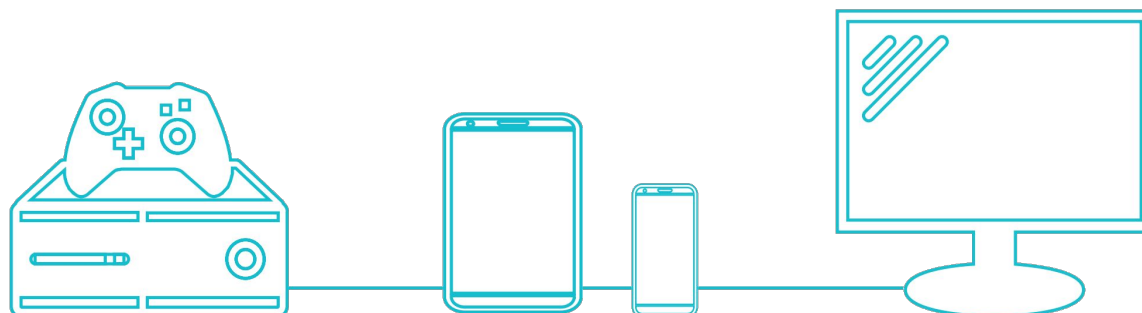
This past year, Esport Canada EDU hosted virtual events and tournaments in Rocket League (8 major tournaments + special event), League of Legends, Pokemon Unite, Brawlhalla & Minecraft.



ESPORT CANADA EDU hosted an invitational tournament for **International Video Games Day** in partnership with **NASEF**, bringing together high school teams from **Canada, the USA, Mexico, England, and Scotland** for a single day, double elimination tournament, streamed in **3 languages**.

All ESPORT CANADA events were **volunteer driven** and **free to enter** for both competitors and spectators.

ESPORT CANADA'S competitive national qualifier event in TEKKEN7 welcomed participation from **amateur competitors** from across Canada, crowning our inaugural national champion, Naqi Hayder from Toronto Canada.



EVENTS & TOURNAMENTS



INDUSTRY & COMMUNITY CONNECTIONS

ESPORT CANADA has been working to build relationships and explore areas of alignment with major players in the esports industry and local communities in order to connect, support, and amplify esports in Canada.



Waveform



SUMMARIZED STATEMENT OF REVENUE & EXPENDITURES

September 2021 to June 2022

REVENUE	July 1, 2021 - June 30, 2022
Sponsorship	\$0.00
Donations	\$957.70
Services in Kind	\$0.00
Other Income	\$0.00
Total Revenue	\$957.70

EXPENDITURES	July 1, 2021 - June 30, 2022
Events & Tournaments	\$0.00
Administration	\$0.00
Legal Fees	\$313.18
Overhead	\$644.52
Other Expenses	\$0.00
Total Expenditures	\$957.70

REVENUE OVER EXPENDITURES	\$0.00
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LOOKING AHEAD 2022-2023 GOALS

1

EDU (K12) GOALS

Formalize and codify the Esport Canada EDU Committee/Council and bring in **REPRESENTATION** from more provinces and territories

GROW OUR PRESENCE in other provinces/territories and support the interest shown by **ALBERTA** educators to formalize scholastic esports

2

POST-SECONDARY GOALS

Host Canadian **SHOWCASE** Championship

Run Canadian Specific **POWER RANKINGS** all season

3

AMATEUR COMPETITION GOALS

Find a single **MONETARY PARTNER** to act as the title sponsor to cover as many costs as possible as well as prizing (i.e Bell, MemoryExpress, etc.)

Partner with an **EXISTING** large-scale **EVENT** to provide a spectacle experience for the end of the league as the national finals.

Potentially partner with **PUB/DEV** of the chosen game to further promote and legitimize the event

4

ORGANIZATIONAL GOALS

DEVELOP CONNECTIONS with more **CANADIAN** community/industry leaders and actively amplify their work.

BUILD CAPACITY & FILL AREAS OF NEED with the support of Canadians within the esports ecosystem.

Secure **SPONSORSHIP** and **FUNDING** to support events & tournaments.

THANK YOU FROM **OUR TEAM**

Board of Directors

Melissa Burns - Chair

Matthew Kovacs - Vice Chair

Salil Gupta - Director of Amateur Competition

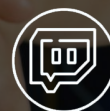
Tyler Hetherington - Director of Post-Secondary

Jim Gagne - Director of Education

Executive Management Team

Melissa Burns - Executive Director

Daniel Rolo - Chief Financial Officer



For more information on Esport Canada
visit www.esportcanada.org or email us at info@esportcanada.org



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