



# 2025 Annual Report

July 1, 2024 - June 30, 2025

# Land Acknowledgement

Esport Canada brings together a community of gamers on the traditional Indigenous lands of Turtle Island.

While we meet on a virtual platform, we respect the unceded and treated 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.



# 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.*



**Esport Canada is a federally registered not-for-profit corporation and national 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 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 Equity, Diversity, Inclusion and Accessibility, 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.*



## Equity, Diversity, Inclusion, & Accessibility

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.

# '24-'25 Board of Directors

The Board of Directors are elected by the voting membership to provide Esport Canada with strategic guidance that aligns with the vision, mission, and values of the organization and the members it represents.

Melissa Burns  
Chair



Myra Davis  
Vice-Chair



Carol Meissner  
Board Member



Emil Vanjaka  
Board Member



Jonathon McDaniel  
Chair of Competitive  
National Council



Bernard Mafai  
Chair of Post-Secondary  
National Council



Nathan Kolbun  
Chair of Education  
National Council





Melissa Burns  
Chief Executive Officer



Amar Sidhu  
Chief Legal Officer



Carol Meissner  
Chief Financial Officer



Kendryx Linscott  
Chief Marketing Officer



# Executive Team

The executive team is responsible for the management and operations of Esport Canada, implementing the strategic direction set by the board in alignment with the vision, mission, and values of the organization and its members.

Kyra Bernard  
Director of XP BOOST



Landon Gorbenko  
Chief Performance Officer



Matt Kovacs  
Director of IT



# Game Advisors

Esport Canada is proud to work with Canada's premier game, industry, and community leaders to provide insight on the esports scene specific to each title.

SebDot  
Rocket League



Excess  
DOTA 2



Uncle Vinch  
FGC



LiN\_fps  
COUNTER-STRIKE 2



Silver  
Valorant



Chibi  
Overwatch 2





# Marketing

Aylin  
Content Creation / IG



Dmitry  
Twitter / LinkedIn



Daria  
Web Design



Matt  
EDU Socials



Daniel Dai  
Legal Advisor



Donny Jackson  
Legal Advisor



# Legal

# Broadcast

Joseph  
Director of Broadcast



Alex  
Twitter / LinkedIn



Manny  
Assets / Overlays



Elliot  
Sound Design





# EDUCATION DIVISION





# EC EDU National Council

Michael Saretzky  
Travis Bouchard  
**ASEL**



Durstun McKenna  
Dean Vendramin  
**SaskSEA**



Karl Hildebrandt  
Nathan Koblun  
**MSEA**



Dan Rolo  
Matt Wannamaker  
**OSEA**



Philippe Gauthier  
Jimmy Gagne  
**QC REP**



Bryan Ouellette  
Jordan Smith  
**NB REP**





# Membership



Schools 80

Students 1K+



Schools 51

Students 700+

BC / AB / SK /  
NWT / QC / NB

Schools 28

Students N/A







# Post-Secondary Partnerships





## Saturday, November 9 2024

- Top U18 and U15 Scholastic Qualifier Tournament
- **Open to Canadian Scholastic teams of all skill levels** in BC, Yukon, NWT, Nunavut, Quebec, Nova Scotia, New Brunswick, and Newfoundland & Labrador
- All other provinces must qualify through their Provincial Association

## Saturday, November 30 2024

- Top U18 and U15 Scholastic teams across Canada
- **Invitation only** - through Provincial Associations (Alberta, Saskatchewan, Manitoba, or Ontario), or November 9 Qualifier Tournament (see above)

More info in the Esport Canada EDU Discord Server  
or by contacting [Nathan.Koblun@esportcanada.org](mailto:Nathan.Koblun@esportcanada.org)



## PARTICIPATION STATISTICS

● Spring 2024 ● Fall 2024

**U18**

14

18

**U15**

16

23

**AB / SK / MB / ON / QC / NB** 2024





## Saturday, April 26 2025

- U18 and U15 Scholastic OPEN Tournament
- Open to Canadian High School and Middle School teams
  - (U18 and U15 Divisions)
  - Scholastic teams of all skill levels
- Free to all Esport Canada EDU Member Schools\*
- Coaches meeting Wednesday, April 16th @ 8pm EDT
- More information available on EC EDU Website soon!

More info in the Esport Canada EDU Discord Server  
or by contacting [Nathan.Koblun@esportcanada.org](mailto:Nathan.Koblun@esportcanada.org)

\*MEMBERSHIPS IN MANITOBA AND ONTARIO ARE MANAGED BY MSEA AND OSEA



## PARTICIPATION STATISTICS

● Fall 2024 ● Spring 2025

U18

14

12

U15

16

9

AB / SK / MB / ON / QC / NB





# DESIGN CHALLENGE DOGSLED TRACK



**ESPORT  
CANADA**



**MSEA AESM**  
MANITOBA SCHOOL ESPORTS ASSOCIATION



**OSEA | AOSes**

# 2025

**FINAL STANDINGS**

[ESPORTCANADA.ORG](http://ESPORTCANADA.ORG)



**THE LADIES OF MINECRAFT**

ST. GEORGE CATHOLIC SCHOOL - ON



**WOLVERINES**

OUR LADY OF VICTORY CATHOLIC SCHOOL - ON



**THE MAXALOTLS**

ST. GEORGE CATHOLIC SCHOOL - ON

6th



**MAROON MOOSE**

ROBERT ANDREWS SCHOOL - MB



**ESMS 1**

EAST SELKIRK MIDDLE SCHOOL - MB

7th



**ÉDS LAVENDER DRAGONS**

ÉCOLE DUGALD SCHOOL - MB



**BLACK WOLVES**

ROBERT ANDREWS SCHOOL - MB

8th



**THE DEMIGODS**

OUR LADY OF VICTORY CATHOLIC SCHOOL - ON

5th



**REDHAWKS**

ROTHESAY HIGH SCHOOL - NB

9th







# EC EDU Multi-Year Strategic Plan

## 01 YEAR

### 2024 GOALS

- COMPLETED: Host two tournaments in 2024-2025 academic year with a U18 and U15 Scholastic Invitational on Saturday, November 30, 2024 and a U18 and U15 Scholastic Open on Saturday, April 26, 2025 in at least one title
- COMPLETED: Continue to support the development of educator-led Provincial Affiliate esports organizations across Canada with resources, organization and competitive supports, and leveraging our National Competitions to build new relationships
- ONGOING WITH SUCCESSES: Identify and build strategic partnerships with our community in order to strengthen and enhance the resources that we can offer our Provincial Affiliate organizations, specifically around competition, coaching, and program development

### 2025 GOALS









- CONTINUE: Identify and build strategic partnerships with our community in order to strengthen and enhance the resources that we can offer our Provincial Affiliate organizations, specifically around competition, coaching, and program development
- NEW GOAL: Codify agreement between EC EDU and Provincial Associations

## 05 YEAR

- YEAR 2: Host an educators conference to build visibility and capacity for school esports.
  - NO PROGRESS UPDATE AT THIS TIME (2025)
- YEAR 2: Expand title offerings for National Tournaments to support Provincial Affiliates
  - UPDATE (2025): Provincial Associations have discussed Spring 2025 as a time to explore one or two new titles
- YEAR 2: Secure prize for Esport Canada EDU tournaments
  - NO PROGRESS UPDATE AT THIS TIME (2025)
- YEAR 2: Have five (5) Canadian Provinces represented by Provincial Affiliate organizations
  - UPDATE (2025): We currently recognize 4 provincial associations (Alberta, Saskatchewan, Manitoba, and Ontario)

## 10 YEAR

- YEAR 2: Host rotating city in-person national finals every two (2) years in conjunction with an educator conference
  - NO PROGRESS UPDATE AT THIS TIME (2025)
- YEAR 2: Have nine (9) Canadian Provinces represented by Provincial Affiliate organizations
  - UPDATE (2025): We currently recognize 4 provincial associations (Alberta, Saskatchewan, Manitoba, and Ontario)

#1		ST. CLAIR	+2	#6		UBC	-1
#2		ALGONQUIN	—	#7		SAINT MARY'S	—
#3		UOTTAWA	+1	#8		CONESTOGA	-2
#4		UDEM	NEW	#9		UWINDSOR	+1

# POST- SECONDARY DIVISION





# '24-'25 EC PS National Council

## *Elected Representatives*



Bernard Mafei (**Chair**)  
*Ontario*  
**Humber Polytechnic**



Shaun Byrne  
*Ontario*  
**St. Clair College**



Tyler Hetherington  
*Ontario*  
**Fanshawe College**



Zach Dodge  
*Ontario*  
**Conestoga College**



Myra Davis  
*Alberta*  
**Keyano College**



Bill Ai  
*Ontario*  
**Durham College**



Jennifer Seto  
*British Columbia*  
**Simon Fraser University**



# Esport Canada Post-Secondary (EC PS)

Esport Canada Post-Secondary (EC PS) is a national council committed to advancing post-secondary esports in Canada by promoting Standards of Excellence, fostering institutional support, and empowering student leadership. EC PS works alongside colleges, universities, and student-led esports initiatives to grow the post-secondary esports ecosystem in ways that are equitable, inclusive, and sustainable.

Our work is grounded in three core pillars:

- **Advocacy** – Representing collegiate programs to leagues, publishers, and government bodies
- **Recognition** – Highlighting excellence through rankings, awards, and institutional achievements
- **Education** – Supporting program development, academic integration, and Standards of Excellence

# State of the Sector

Colleges and universities are navigating budget constraints, leadership turnover, and shifting priorities - and esports programs have not been spared.

At the same time, esports continues to grow as a visible and strategic area of investment, with schools recognizing its potential as both a recruitment tool and a connector to industry.



Post-Secondary facing budget pressure, enrollment caps



Sector volatility impacting esports leadership and continuity



Esports in Canada gaining national prominence



Esports emerging as strategic differentiator for schools

# Registered Entities

- Representing **25** institutions across **6** provinces
- **4** new members joined this year, including our first from Saskatchewan
- **50+** schools engaged through our broader network
- **Continued growth** across Varsity, Affiliate, and Club tiers

Varsity **11**

Affiliate **3**

Club **11**

Schools **25**

# of teams **220+**



**ESPORT  
CANADA**  
POST-SECONDARY





# EC PS Program Round-Up

## Varsity



Ontario  
Conestoga College



Ontario  
Durham College



Ontario  
Fanshawe College



Ontario  
Humber Polytechnic



Alberta  
Keyano College



Alberta  
Norquest College



Ontario  
Ontario Tech University



Ontario  
Seneca College



Ontario  
St. Clair College



Quebec  
Université du Québec à  
Trois-Rivières



Ontario  
University of Waterloo

## Affiliate



Alberta  
Lethbridge College



Ontario  
Mohawk College



Alberta  
University of Calgary

## Club



Ontario  
Georgian College



Quebec  
McGill University



Ontario  
Royal Military College of  
Canada



British Columbia  
Simon Fraser University



OKANAGAN  
British Columbia  
University of British  
Columbia Okanagan



Quebec  
Université de Montréal



Saskatchewan  
University of  
Saskatchewan



Ontario  
University of  
Toronto



Ontario  
University of Western  
Ontario



Manitoba  
University of Winnipeg

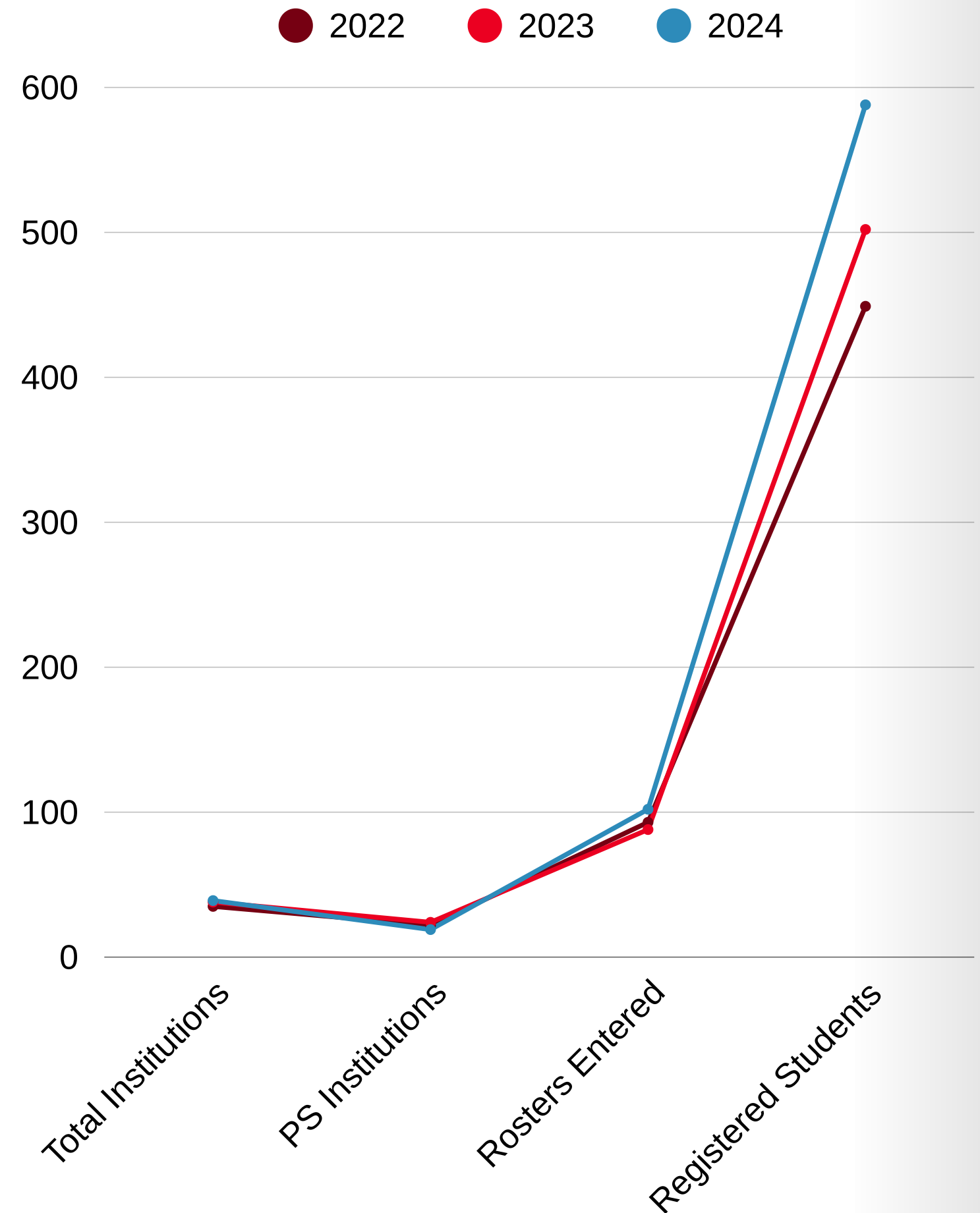


Ontario  
York University



# Nationals 24' Report

- **39** institutions participated, including **19** ECPS schools.
- **588** students competed across **102** rosters.
- Held **fully online**, during the November academic break.
- **Tournament Titles:** League of Legends, Rocket League, Overwatch 2, Valorant, Valorant Game Changers, Call of Duty: Black Ops 6
- Streamed via ECPS channels with 18 institutions collaborating on coverage.
- New Addition: Valorant Game Changers introduced an inclusive space for women-identifying players at the national level



# YEAR IN REVIEW | 2024-2025

## ECPS Operations

- Creation of ECPS contact list database
- Improvements to registration, onboarding, meeting formats
- Discord server optimization and data cleanup
- Bi-Weekly ECPS Council and Representative Meetings
- 3<sup>rd</sup> annual ECPS Nationals

## Program-Led Highlights

- **WaterLAN** - Conestoga College, University of Waterloo
- **Saints Gauntlet Series** - St. Clair College

## Sector-Wide Highlights

- Electric Clash 2024 - **Toronto, ON**
- Canadian Intercollegiate Exhibition (CIE) - **Online**
- Canadian Esports & Gaming Industry Summit (CEGIS) - **Vancouver, BC**
- Game Con Canada - **Edmonton, AB**
- VCT: Masters Toronto 2025 - **Toronto, ON**
- 2025 CDL Championships - **Kitchener, ON**



# YEAR IN REVIEW | 2024-2025





# EC PS Multi-Year Strategic Plan

## 01 YEAR

- Document and standardize operational processes (SOPs)
- Embed functional council roles and expectations directly into ECPS by-laws
- Strengthen representation and engagement with Western Canadian Institutions
- Establish a partnership and sponsorship strategy
- Strengthen ECPS presence at key events
- Grow connections within the K–12 space
- Host the 4th Annual Canadian Esports Nationals

## 05 YEAR

- Publish a Canadian Collegiate Esports sector report
- Host a National Academic & Leadership Conference
- Expand leadership representation within ECPS
- Expand ECPS representation across all provinces
- Launch an annual end-of-year awards showcase
- Create and maintain public tools and resources
- Reach 20+ Varsity-Recognized Programs in ECPS
- Engage 60+ total ECPS-connected Institutions

## 10 YEAR

- Reach 30+ varsity-recognized Programs
- Transition the Canadian Esports Nationals to a live, in-person Championship Series
- Embed Esports in National Post-Secondary Policy and Funding Models
- Establish Canada as a Global Leader in Collegiate Esports

# COMPETITIVE DIVISION



# 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 diverse gaming communities across the country to develop and support Canadian players with opportunities to participate and excel at all levels of play.

## **Recreational Esports**

Non-sanctioned and community-based gaming initiatives, including local leagues, open tournaments, and drop-in gaming communities. Recreational Esports opportunities welcome participants of all skill levels, from casual players to high-performing competitors, fostering a safe and inclusive environment.

## **Club Esports**

A structured development pathway, offering tiered leagues, academy programs, and junior circuits designed to accelerate player growth. Club Esports programs are focused on technical skill advancement, teamwork, and competitive readiness.

## **National Teams**

The National Teams program supports Canada's top competitive esports players, selected to represent the country at international events. The National Teams compete in globally recognized tournaments, gaining world-class competition experience while contributing to the growth and recognition of Canadian esports on the world stage.



# EC COMP National Council

Brandon Wicke  
John Tran  
**YEA**



Rosaline Leung  
Spiro Khouri  
**BCEA**



Brad Jones  
Ryan Coutts  
**AESA**



Shaye Ruecker  
Levi Peters  
**SEA**



Melanie Penner  
**MESA**



Joseph Raimondo  
**ONTARIO REP**





# CANADA DAY INVITATIONAL | INVITATION POUR LA FÊTE feat. ROCKET LEAGUE | DU CANADA avec ROCKET LEAGUE



CANADA DAY  
INVITATIONAL  
POWERED BY



SEBDOT



LEMONKIWI



ESPORT  
CANADA

 *Ordinateurs  
Canada*




CANADA DAY INVITATIONAL | INVITATION POUR LA FÊTE

feat. ROCKET LEAGUE | DU CANADA avec ROCKET LEAGUE




Standings

TEAM NOVA SCOTIA ÉQUIPE




1 JKnaps  
tawk  
hazy.  
HudEv

TEAM QUÉBEC ÉQUIPE




2 Vegas  
tokyo.  
Broken

TEAM BRITISH COLUMBIA ÉQUIPE




3 Fervent  
JaeKaye  
Vaca

TEAM ONTARIO ÉQUIPE




4 Jordan  
Leth  
tide.  
Gib

TEAM ALBERTA ÉQUIPE




5 COMP  
Jay  
GUZ

TEAM MANITOBA ÉQUIPE



6 -CJ.  
Rostybuns  
Cybur.

TEAM SASKATCHEWAN ÉQUIPE



7 Freytrain  
Toast  
Rakegami.  
Fiji\_637

TEAM YUKON ÉQUIPE



8 Maxxi  
Jackie  
Frosted

Liquipedia

Trending Tournaments

Canada Day Invitational 2024

RLCS 2024 - Major 2: London































RLCS 2024 - Worlds

Esports World Cup 2024

























zen



## AFRICA

 Algeria	 Benin	 Burkina Faso	 Cameroon	 Chad
 Congo	 Djibouti	 DR Congo	 Egypt	 Eswatini
 Gambia	 Ghana	 Guinea	 Ivory Coast	 Kenya
 Libya	 Madagascar	 Mali	 Mauritania	 Mauritius
 Morocco	 Namibia	 Niger	 Nigeria	 Senegal
 Somalia	 South Africa	 South Sudan	 Tunisia	 Zimbabwe

## AMERICA

 Argentina	 Bolivia	 Brazil	 Canada	 Chile
 Colombia	 Costa Rica	 Cuba	 Dominican Republic	 Ecuador
 Guadeloupe	 Guatemala	 Haiti	 Honduras	 Jamaica
 Mexico	 Panama	 Peru	 Suriname	 The Bahamas
 Trinidad and Tobago	 United States	 Uruguay	 Venezuela	

## ASIA

 Afghanistan	 Bahrain	 Bangladesh	 Bhutan	 Brunei Darussalam
 Cambodia	 China	 Hong Kong, China	 India	 Indonesia
 Iran	 Iraq	 Japan	 Jordan	 Kazakhstan
 Korea	 Kuwait	 Kyrgyzstan	 Laos	 Lebanon
 Macau, China	 Malaysia	 Maldives	 Mongolia	 Myanmar
 Nepal	 Pakistan	 Palestine	 Philippines	 Qatar
 Saudi Arabia	 Sri Lanka	 Syria	 Tajikistan	 Chinese Taipei
 Thailand	 Timor-Leste	 Turkmenistan	 United Arab Emirates	 Uzbekistan
 Vietnam	 Oman			

## EUROPE

 Albania	 Armenia	 Austria	 Azerbaijan	 Belarus
 Belgium	 Bosnia and Herzegovina	 Bulgaria	 Croatia	 Czech Republic
 Denmark	 Estonia	 France	 Georgia	 Germany
 Gibraltar	 Greece	 Hungary	 Iceland	 Ireland
 Israel	 Italy	 Kosovo	 Latvia	 Lithuania
 Luxembourg	 Malta	 Moldova	 Monaco	 Montenegro
 Netherlands	 North Macedonia	 Norway	 Poland	 Portugal
 Romania	 Russia	 San Marino	 Serbia	 Slovakia
 Slovenia	 Spain	 Sweden	 Switzerland	 Turkiya
 Ukraine	 Wales			

## OCEANIA

 Australia	 Guam	 New Zealand
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# COUNTER STRIKE 2

## 2024 WOMENS NATIONAL TEAM



**jesscas**      **GooseBreeder**      **rain**  
**athxna**      **Jazzyk1ns**      **Bouchard**      **missharvey**

**ParkS**  
Team Manager

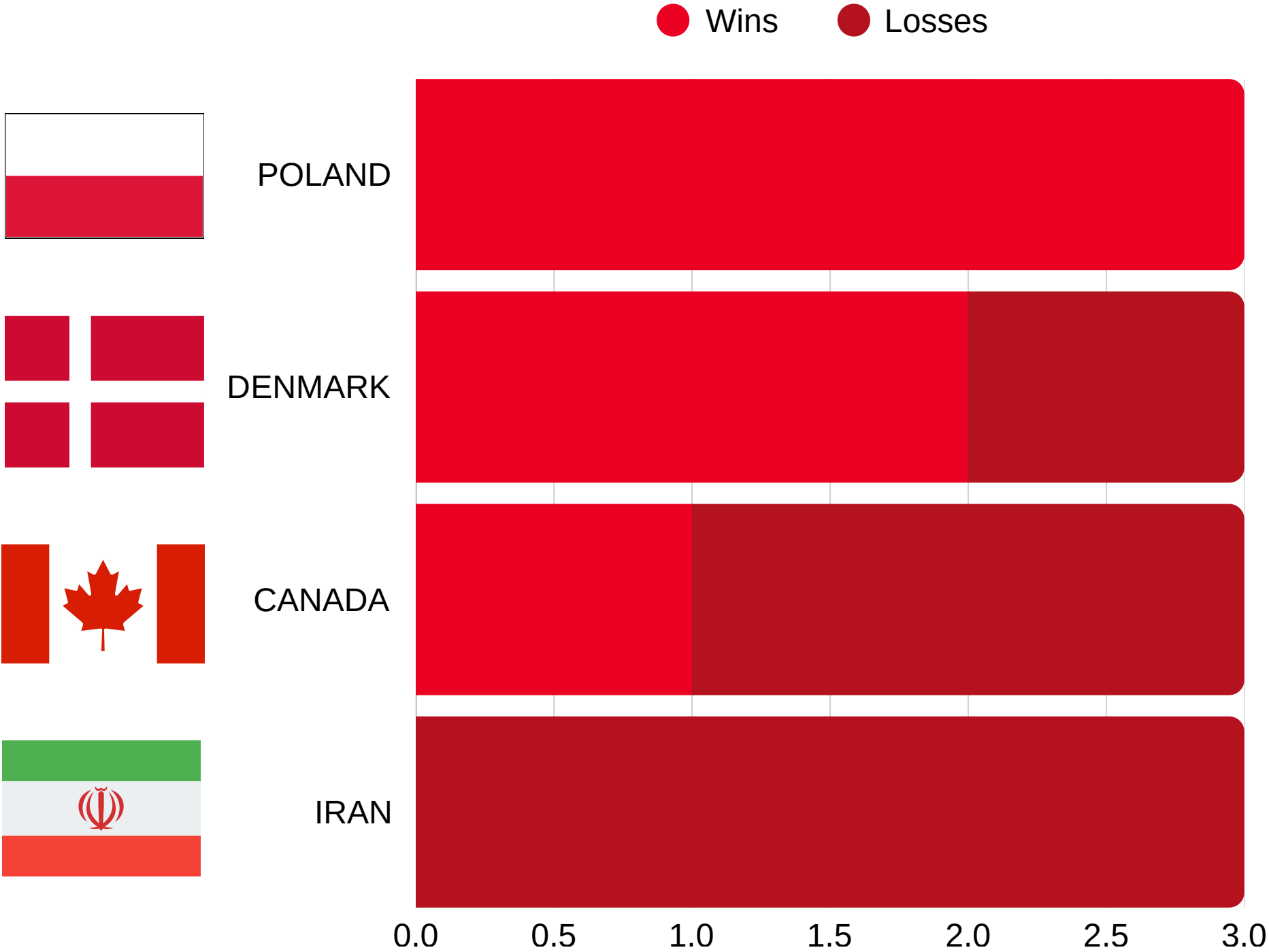


# COUNTER STRIKE 2

## WOMEN

Regional Qualifiers  
2<sup>nd</sup> Place behind USA

GROUP C



# COUNTER STRIKE 2

## 2024 OPEN NATIONAL TEAM



Pluto

Gabie

Tenskee

Melio

JOLZ

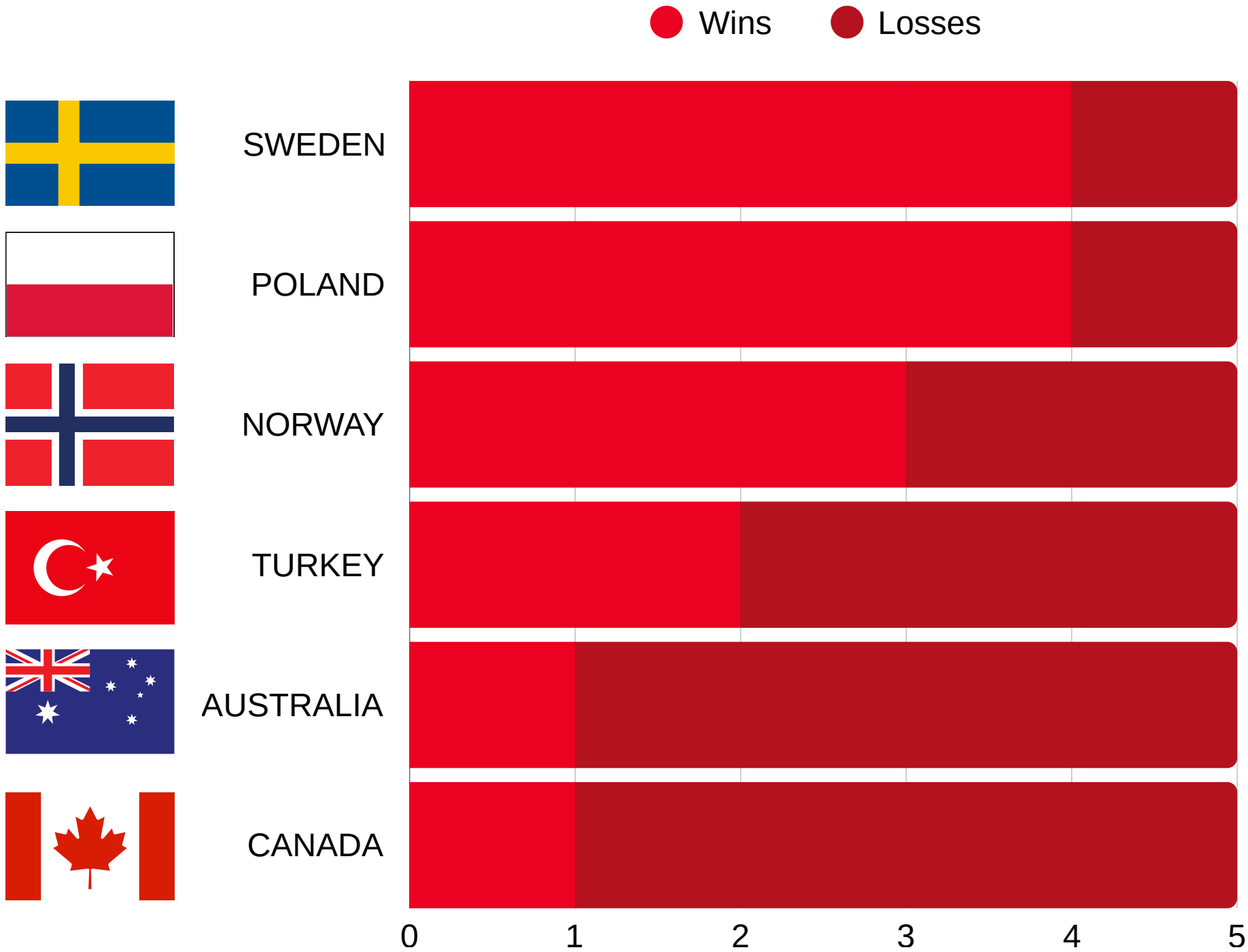
YuZ

Incréd  
Team Manager

# COUNTER STRIKE 2

Regional Qualifiers  
2<sup>nd</sup> Place behind USA

## GROUP A





# 2024 NATIONAL PLAYER



AllanShowtime



# 2025 National Teams

*Esport Canada conducted an open application process and hosted a national combine tournament to identify top talent for the 2025 Esport Canada National Teams. Following the combine, shortlisted athletes participated in scrims and evaluations overseen by selection committees composed of both endemic and non-endemic professionals. This multi-stage process ensured a transparent, inclusive, and performance-based approach to roster selection across all represented titles.*



**CS2 WOMEN**



**CS2 OPEN**



**DOTA 2 OPEN**



**EFOOTBALL**





# 179 Member Federations

 Africa  Asia  Europe  Americas  Oceania

Algeria	Nigeria	Saudi Arabia	Malaysia	Albania	Lithuania	Argentina	Mexico	Australia
South Africa	Senegal	Bahrain	Maldives	Armenia	Luxembourg	Bahamas	Panama	Guam
Benin	Somalia	Bangladesh	Mongolia	Azerbaijan	Malta	Barbados	Peru	New Zealand
Burkina Faso	South Sudan	Bhutan	Myanmar	Belarus	Moldova	Bolivia	Puerto Rico	Papua New Guinea
Cameroon	Tanzania	Brunei Darussalam	Nepal	Belgium	Monaco	Brazil	Saint Lucia	
Democratic Republic of the Congo	Togo	Cambodia	Oman	Bosnia and Herzegovina	Montenegro	Cayman Islands	Suriname	
Côte d'Ivoire	Tunisia	Peoples Republic of China	Uzbekistan	Bulgaria	Norway	Canada	Trinidad and Tobago	
Djibouti	Zambia	United Arab Emirates	Pakistan	Croatia	Netherlands	Chile	Uruguay	
Egypt	Zimbabwe	Hong-Kong, China	Palestine	Spain	Poland	Colombia	Venezuela	
Gambia		India	Philippines	Estonia	Portugal	Costa Rica		
Ghana		Indonesia	Qatar	Georgia	San Marino	Cuba		
Guinea		Islamic Republic of Iran	Singapore	Gibraltar	Serbia	Dominican Republic		
Kenya		Iraq	Sri Lanka	Great Britain	Slovakia	Ecuador		
Libya		Japan	Syrian Arab Republic	Hungary	Slovenia	United States of America		
Malawi		Jordan	Tajikistan	Ireland	Sweden	Guadeloupe		
Mali		Kazakhstan	Chinese Taipei	Iceland	Switzerland	Guatemala		
Mauritania		Kyrgyzstan	Thailand	Israel	Czechia	Guyana		
Mauritius		Kuwait	Timor-Leste	Italy	Türkiye	Honduras		
Morocco		Laos	Turkmenistan	Kosovo	Ukraine	Jamaica		
Namibia		Lebanon	Vietnam	Latvia		Martinique		





# 2024 OPEN NATIONAL TEAM



**Pingus**

**LGTK**

**Zore**

**boris**

**iAnnihilate**

**Froogoss**

**N/A**

**Team Manager**





DOTA 2  
VALVE

● Wins ● Losses

REGIONAL QUALIFIER  
GROUP D



PERU



BOLIVIA



CANADA



GUATEMALA

0.0 0.5 1.0 1.5 2.0 2.5 3.0





***Womens Category Driver***

Faiza Malik

***Open Category Driver***

Jyeed Hutchinson

# EC COMP Multi-Year Strategic Plan

## 01 YEAR

- Refine and implement equitable, transparent National Team selection processes that reflect best practices from both esports and traditional sport systems, in preparation for the Olympic Esports Games.
- Launch a National Tournament Series that integrates provincial and regional qualification events, developed in collaboration with Provincial/Territorial Sport Organizations (P/TSOs).
- Establish the inaugural National Players' Commission (NPC) to embed player voice and representation in decision-making structures.
- Implement education, training, and reporting mechanism for Canadian Safe Sport Program and Canadian Anti-Doping Program in alignment with the Canadian Centre for Ethics in Sport for all National Team players.

## 05 YEAR

- Expand and standardize the National Tournament Series with integrated provincial and regional qualifiers, directly supporting talent identification and development pipelines.
- Launch a National Athlete Ranking and Identification System, integrated with tournament results and P/TSO inputs, to inform player development and national team selection.

## 10 YEAR

- Establish a National Esports Training Centre or High Performance Institute, serving as a hub for athlete development, coaching education, research, and leadership.



# XP BOOST

**ESPORT CANADA** presents **XP BOOST** a national initiative championing Equity, Diversity, Inclusion, and Accessibility in gaming.  
Powered by the community,  
**XP BOOST** aims to:

**ELEVATE** underrepresented voices  
**INSPIRE** the next generation  
**FOSTER** community and allyship

Join us in making Canadian esports more inclusive for all!



# TORONTO GAMES WEEK

**JUNE 14,  
2025**



**INSTITUT  
FRANÇAIS**  
Canada



**AMBASSADE  
DE FRANCE  
AU CANADA**

*Liberté  
Égalité  
Fraternité*





# TORONTO GAMES WEEK

Girls Who Game  
Showmatch

Filles qui jouent  
match d'exhibition

9AM







Olympic Esports  
Movement - A New  
Era of Competition

Le mouvement olympique  
de l'esport - une nouvelle  
ère de compétition

10AM



**Dr. Thomas Burelli**  
UNIVERSITY OF OTTAWA



**Christine Kev**  
WIG FRANCE



**Sebastien Martin-Schultz**  
THESCORE ESPORTS



**Caleb Cousens**  
ADAMAS ESPORTS



**Melissa Burns**  
ESPORT CANADA







XP BOOST TEKKEN 8  
SHOWMATCH

XP BOOST TEKKEN 8  
MATCH D'EXHIBITION

11AM

**FRANCE**

**CANADA**



**José-Maria  
"Bila"**

II / Lui



**Sophia  
"Akaane"**

Elle / La

**VS**



**Dillon  
"Drakidus"**

II / La / Iel



**Wailly  
"BoosterBlast"**

II / Lui



# XP BOOST Multi-Year Strategic Plan

## 01 YEAR

- Establish and define initiative's mission, vision and values
- Develop initiative framework (includes guidelines, expectations, resources)
- Build awareness and gain visibility through profile highlights and showcases of key community members on social media and through collaborations
- Organize 3-5 events/activations (combination of online and in-person) focused on supporting under-represented voices
- Build partnerships with local schools within various District School Boards (K-12) and organizations that align with core values and goals
- Establish community of Mentees and Mentors from diverse backgrounds within the esports industry
- Execute quarterly workshops focused on skill development (game mechanics, teamwork, and communication)
- Launch Discord Server (includes forums, feedback, resources and event calendar)
- Implement various feedback channels to assess participation satisfaction and effectiveness

## 05 YEAR

- Increase number of members by 50% (annually)
- Introduce specialized branches (game design, strategic thinking, coaching/sports management, community management, public speaking)
- Organize annual in-person/online tournament showcasing participants
- Coordinate friendly interschool tournaments
- Use data and feedback gained to refine and adapt in order to expand further to other provinces
- Explore charitable status
- Advocate for and influence policies that promote fair play, participation and inclusion for under-represented youth

## 10 YEAR

- Focus on Research and Development
- Run a self-sustaining ecosystem of mentorship and community
- Explore and develop scholarship program for participants pursuing careers or further education within the esports industry
- Create alumni support network





# NATIONAL PLAYERS COMMISSION



# EC NPC

The Esport Canada National Players' Commission (EC NPC) is an independent, advisory body within Esport Canada, responsible for representing matters related to Canadian esports players, their rights and their welfare.

All former National Team players are eligible for election to the commission. The NPC will internally elect one commissioner to act as chair and hold a seat on the Esport Canada Board of Directors, representing the interests and welfare of all players.

The addition of the NPC is essential to ensuring player voice and direction within the organization.

## Nominees

athxna  
CS2



MagiC  
CS2



Melio  
CS2



Miss Harvey  
CS2







# GENERAL REPORT







CANADA DAY  
@ THE FLATS

Jour du Canada  
@ Les Plaines

CANADA DAY  
INVITATIONAL  
POWERED BY



ESPORT  
CANADA





# Canada Day @ The Flats

Department of Heritage - Government of Canada



Canada Day 2024 - Esport Canada was contracted by the Department of Heritage to offer an esports activation booth for the Official Canada Day Celebrations at the LeBreton Flats Park in Ottawa, Canada. Esport Canada offered an esports experience for all ages by partnering with We Got Game to offer Super Smash Bros Ultimate (SSBU) (ESRB rated Everyone - fighting game) and FC24 (ESRB rated Everyone - sports cross-over). The Royal Canadian Air Force's gaming division "Game Force" joined our activation by offering visitors the chance to try F1 Sim Racing and the DCS Flight Sim in honour of RCAF's Centennial Anniversary. With over 10,000+ visitors to the LeBreton Flats over the course of the day, guests also had the opportunity to experience esports spectatorship with the Canada Day Invitational feat. Rocket League, cast by Canadian icons SebDot and LemonKiwi and broadcast live at the Flats.



CANADA DAY 2024  
Department of Heritage - LeBreton Flats  
Ye Fang Kuang



FC24      DCS Flight Sim      SSBU      F1 Sim Racing





# BORDERLANDS

ONLY IN THEATRES  
AUGUST 9

CONTEST

CINEPLEX  
PRESENTS

gearbox



LIONSGATE



# Event Partnership

Esport Canada is proud to offer Event Partnership opportunities for esports events of all sizes across the country. By partnering with Esport Canada, organizers gain access to our national network and benefit from increased visibility through strategic brand alignment and promotional support.

Partnership benefits include:

- Use of the Esport Canada brand to enhance credibility and reach
- Amplification of your event through our social media channels
- Opportunities to feature event content on our official Twitch channel, broadcasting to a national audience





# Global Affairs

Esport Canada has made concerted efforts to develop strong relationships with Global Affairs Canada through collaboration with Canadian embassies around the world. Notably, we worked closely with the Canadian Embassy to Korea to support the signing of a Memorandum of Understanding (MOU) with the Korean Esports Association (KeSPA), strengthening international cooperation in esports. Additionally, we engaged with the Canadian Embassy to the Kingdom of Saudi Arabia to help ensure a safe, respectful, and positive experience for Canadian players participating in the IESF 2024 World Esports Championships. These partnerships reflect Esport Canada's commitment to global engagement and athlete support.





# Recognition & Support

*Esport Canada continues to actively advocate to all levels of national and international government, as well as sport governance bodies, to ensure the recognition and involvement of Esport Canada in the development and support of esports disciplines. Our primary goal is to establish safeguarded player development pipelines that promote holistic performance, prioritize player well-being, and foster excellence both in and beyond the game. Through strategic engagement and policy development, we are working to build a sustainable and inclusive esports ecosystem for Canadian talent.*



## **CANADIAN OLYMPIC COMMITTEE**

Align all by-laws, policies, and practices to the Olympic Charter, Canadian Sport Governance Code, and Canadian Sport Policy

## **CANADIAN CENTRE FOR ETHICS IN SPORT**

Implement Canadian Safe Sport Program, Canadian Anti-Doping Policy, and all other applicable policies and testing requirements.

## **SPORT CANADA**

Application for funding to support pipelines of player development, as they pertain to National Team participation in International Competition

## **NATIONAL SPORTS ORGANIZATIONS**

Primary jurisdiction for all VR and Simulated game titles, including those that have tangentially related subject matter.

# ESPROT CANADA Multi-Year Strategic Plan

## 01 YEAR

- Identify and secure funding to develop and implement all required policies and procedures.
- Operationalize all required governance policies and procedures, ensuring compliance with national and international sport standards.
- Strengthen strategic relationships with Tournament Organizers, National Sport Organizations (NSOs), government partners, and the Canadian Olympic Committee (COC) to position Esport Canada as the recognized voice for esports within Olympic pathways.
- Expand the composition of the Board of Directors and committees by intentionally recruiting non-endemic professionals, ensuring alignment with the Canadian Sport Governance Code.
- Formalize international partnerships through MOUs with like-minded national federations and esports bodies to support shared development goals.
- Implement a Safe Sport Reporting and Response Framework, aligned with the UCCMS and the Canadian Safe Sport Program.
- Create a centralized Esport Canada Resource Hub, providing accessible policy templates, competition sanctioning guidelines, EDIA resources, and development tools for member organizations.

## 05 YEAR

- Support the development and recognition of Provincial/Territorial Esports Organizations (P/TSOs) in all 13 provinces and territories across all divisions to ensure equitable regional representation within the federation.
- Secure sustainable funding streams through a tiered membership model, government support, and multi-year partnerships with aligned organizations.
- Achieve formal recognition of Esport Canada as the National Sport Organization (NSO) for esports, through demonstrated compliance with sport governance, inclusion, and high-performance frameworks.
- Develop and implement a certified Coaching and Officials Pathway, drawing from both esports-specific needs and existing sport certification models.

## 10 YEAR

- Host a major international multi-title esports event in Canada, showcasing Canadian leadership and aligning with Olympic values through partnerships with the COC, Global Affairs Canada, and international federations.
- Contribute to the long-term inclusion of esports in future Olympic and multi-sport Games, through sustained advocacy, alignment, and international collaboration.
- Position Esport Canada as a global model for athlete-centered, ethical, and inclusive esports governance, with active representation in international federations and sport diplomacy initiatives.





