



**NZ ESPORTS**

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**2022**  
**ANNUAL REPORT**

# ABOUT NZ ESPORTS



## Our Vision

To unite New Zealanders with each other and the world through Esports.



## Our Mission

To lead, support and grow esports in New Zealand.

## CORE VALUES



### 01. Inclusive Participation

To ensure that all New Zealanders have equal opportunity to participate in esports.

To give a voice for positive change to all stakeholders in the NZ esports ecosystem.



### 02. Education

To promote the social, health and educational benefits of esports and video games for youth and the wider community.

To empower youth to reach their full potential using the skills and attributes learned through esports.



### 03. Integrity

Advocate for a safe and controlled competitive environment that reinforces the sporting spirit of fair play and integrity.



### 04. Whakamana

Empower individuals to pursue esports with confidence across all levels of the industry.

# MEET THE BOARD



**Conor English**  
*President*

Conor English is a former independent advisor to the Reserve Bank, chief executive of Federated Farmers and the New Zealand Property Institute and is involved in a number of businesses and boards. His interest in esports was sparked by his children's involvement.

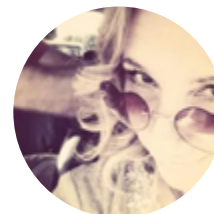
**Duane Mutu**  
*Vice President*

Duane has held senior roles within the gaming industry since 2010. He has worked with publishers including Activision, Bandai Namco Entertainment, Disney Interactive, Electronic Arts, Riot, SEGA and Warner Bros. He is an experienced managing director with a demonstrated history of working in the broadcast media industry. Duane is passionate about the development of esports on a regional and global scale as well as delivering world-class broadcasting content. Outside of the office he enjoys surfing and finds the correlation between the rise of action sports and esports both fascinating and inspiring.



**Nikolasa Biasiny-Tule**  
*Board Member*

Nikolasa has extensive experience working in digital spaces and alongside indigenous communities. She has a Masters in Public Policy and Administration from Waikato University where she lectured for 5 years in the School of Māori & Pacific Development. She is founding Director of TangataWhenua.com, one of Aotearoa's first Māori news portals launched in 2002. Nikolasa is co-founder of Digital Basecamp, Rotorua's largest coworking space for digital content creators and cofounded Digital Natives Academy Charitable Trust.



**Henry Lawton**  
*Board Member*

Henry Lawton is the general manager of VictoryUP. He successfully launched the Wellington Secondary School league as an official sport in the Wellington region and run the largest high school esports league to date with more than 1,000 students participating nationwide. Henry has a passion for growing the esports scene from grassroots and offers a unique insight into how to successfully engage with esports.



**Paul Kao**  
*Board Member*

Paul is the owner of Playtech, a large computer and technology reseller. Paul has had deep roots to the gaming and esports community as one of the largest equipment providers in the space. Paul brings a wealth of community relationships, business acumen and critical perspective to NZ Esports.



# 2023 BOARD MEMBERS

NZ Esports are excited to welcome two new board members to NZ Esports for 2023. Belinda and Alison bring a depth of experience and a fresh perspective on how to approach and overcome challenges and help effectively establish our community roots.

**Belinda Hope**  
*Board Member*



Belinda owns TenForward Technology Lounge, a specialised after school care and holiday programme that uses gaming as a tool to support social development skills for young people. Belinda is a business and entrepreneurship mentor, and is also on the Board of SkateNZ to support both community and competitive sport.

Belinda has also taken on the role of Community Grants & Funding Advisor in 2022 for NZ Esports.

**Alison Shanks**  
*Board Member*



Alison Shanks is NZ Olympian #1085, Commonwealth Games Gold medalist and World Champion Track Cyclist. Alison is heavily involved in New Zealand sport governance and has been a Director of High Performance Sport New Zealand, and Cycling New Zealand and is a current member of the NZOC Athlete Commission and the Oceania representative on the Commonwealth Games Federation Athlete Advisory Commission.

# 2022 ADVISORY ROLES

**Taikawa Tamati-Elliffe**  
*Māori Culture Advisor*



Māori Partnership and Pathways Manager at CODE Dunedin. Director and co-founder of Ngāti Gaming. Taikawa grew up as the first generation of Kai Tahu te reo Māori revitalization project lead by the members of Kotahi Mano Kaika.

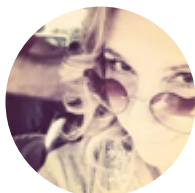
**Humphrey 'NoHandsNZ' Hanley**  
*Accessibility & Disability Advisor*



Humphrey Hanley is a success business owner and Twitch streamer.

He also has no hands. Which is the inspiration behind his IGN, NoHandsNZ. Hanley lives with the condition epidermolysis bullosa, and is an incredible advocate for people living with disabilities.

# WOMEN'S SUB-COMMITTEE



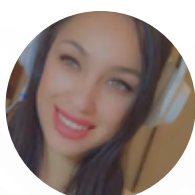
**Nikolasa Biasiny-Tule**  
*Chairwoman*



**Dr. Emma Witkowski**  
*Committee Member*



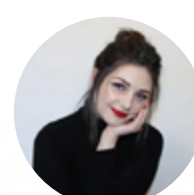
**Chelsea Rapp**  
*Committee Member*



**Kahu Bennett**  
*Committee Member*



**Ashleigh Dougal**  
*Committee Member*



**Layla Loots**  
*Committee Member*







# 2022 CEO LETTER

“The first challenge set was to tackle voice. I am a firm believer in that the quality of our decisions can only be as good as the voices we have in the room.”

Jonathan Jansen,  
NZ Esports CEO

When I started as the first CEO for NZ Esports at the beginning of this year, while excited to take on the challenge of shaping such an important organisation for so many people in New Zealand, I knew we had a big job in front of me.

As I reflect on the past year, and where we started to how far we have come, I am incredibly proud to be part of this journey and share in the successes we have achieved in such a short time.

2022 was the year of community. Every question posed and project delivered was focused on how do more for those that we are here to serve. And while we pursued this goal, I thoroughly enjoyed meeting so many people across New Zealand engaging in esports and grinding within their communities to grow our sport.

The first challenge set was to tackle voice. I am a firm believer in that the quality of our decisions can only be as good as the voices we have in the room. After speaking to many of our community members, the message was clear that we had to increase the quality of what we deliver as an organisation, we needed to create channels and opportunities for community members to have their voices and needs heard. The establishment of our special interest groups for Women, Māori, Education and Community have been an

invaluable source of guidance and advice for me this year, and I want to thank each and every member who has committed their time and voice to making us a more considerate, inclusive and effective body.

With new voices in the community, the next challenge to be addressed was pathways. The consensus within the oceanic community seems to be that finding a successful pathway forward in any aspect of esports is difficult. With a world so connected, it's natural to look in envy at the most successful nations or orgs and want to be there now. I see esports as the Benjamin Button of the sporting world. Most sports start off in the streets and over several generations grow regionally, nationally and eventually onto the world stage, with incredibly refined pathways. Esports through gaming and publisher support garnered massive fandom and debuted on the world stage, and as it becomes more recognised as a sport, we're working backwards, figuring out national, regional and community pathways. With this perspective, we launched a wildly successful 2022 E Blacks campaign through open tournaments to help inspire young kiwi talent and show them that they can represent their country in events like the Commonwealth Esports Championships and the McRae Cup. For those not quite at that level, thanks to Chorus our amateur NZ Esports Hyperfibre League tournament helped thousands of players compete, develop and start to raise the state



of play throughout NZ. With hundreds of thousands of viewers tuning in throughout the year to our E Black and NZEHL events, we've proved the appetite for esports in New Zealand and have started to create solid commercial foundations for a more sustainable esports ecosystem for all.

While we were building these pathways and exploring how we best represent our esports communities, a critical criteria in everything we did was maintaining our identity as a guardian within esports. How do we better protect those involved? How do we act as a custodian of esports and empower each unique journey? These questions helped us shape and develop policy in form of our Integrity Guidelines, Tournament Disciplinary Procedures, Child safeguarding policy and the NZ Esports Approved Quality Seal. Using these tools, we successfully secured safe travel during COVID-19 restricted borders for stranded kiwis competing in the R6 Swiss Major for the Chiefs, we upheld the integrity of several national esports events, and ensured thousands of kiwi

esports competitors in 2022 could compete in a safe and inclusive environment.

Overall, this year was the first step to building the trust of our people. The conversations I was having at the beginning of this year are completely different to the ones I have now. Although I believe esports will continue to grow and be a significant part of our lives in the years to come, through the support of our government, Sport NZ, our members and community we can continue to pioneer this space and be a leader in what it means for esports to be recognised and supported nationally.

I thank you all for your continued support this year and look forward to delivering more for our community in 2023.

Nga Mihi

A handwritten signature in purple ink, appearing to be 'L. Jones' or similar, written in a cursive style.





# 2022 HIGHLIGHTS

## INTERNATIONAL

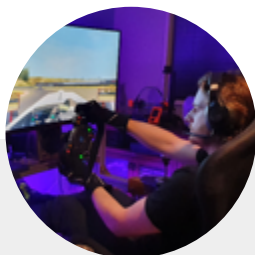
The 2022 year began with a review of NZ Esports memberships with the various international esports federations. The board decided to both continue its support of International Esports Federation and become a member of the Global Esports Federation. As such, 2022 would be the first year that New Zealand would be represented (via the E Blacks) at international esports events under the management of a full-time operations team.





Early in February, it was announced that esports would feature as a pilot event in the 2022 Commonwealth Games. In May, the first E Blacks open qualifier tournaments were contested in the three esports being played at the Commonwealth Esports Championships: Rocket League, eFootball and Dota2. The top two teams from each qualifier advanced to a nationally-televised final, garnering 54,000 unique viewers through Twitch and culminating in the live announcement of New Zealand's 2022 E Black squad.

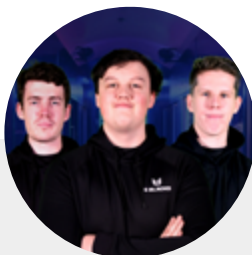
## 2022 SQUAD



### SIM RACING

Ewan "AgntWash1ngton" Baker  
(6th Overall,  
SIM Racing World cup)

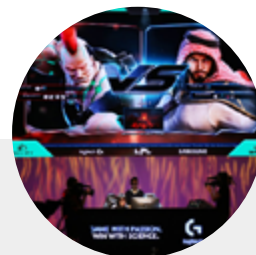
Mathew "MonkeyMatt" Smiths



### ROCKET LEAGUE

**Captain:**  
Dean "Scarth" Bagrie

**Team:**  
Tyler "Kenny Salmon" Williams  
Joshua "Dx7" Macdonald-Gay



### STREET FIGHTER V

Reagan "Ghostchips" Kelly



### DOTA2 OPEN TEAM

(4th Commonwealth Esport  
Championship)

**Captain:**  
Sam "explosiv\_fury" Johnson

**Team:**  
Jordan "Zavier" Baker  
Ning "Ningy" Yu  
Tobias "Tobz" Sveaas  
Tom "ItsYaBoy" Shi

**Sub:**  
Michael "Friffles" Frith  
Kevin "Baboonistry" Kim  
Rangsey "Magic" Mou

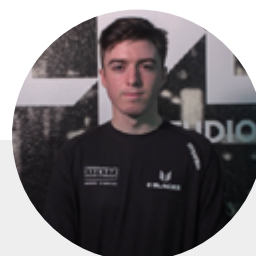


### DOTA2 WOMEN'S TEAM

**Captain:**  
Rangsey "Magic" Mou  
Lucy "yculstranger" Tam

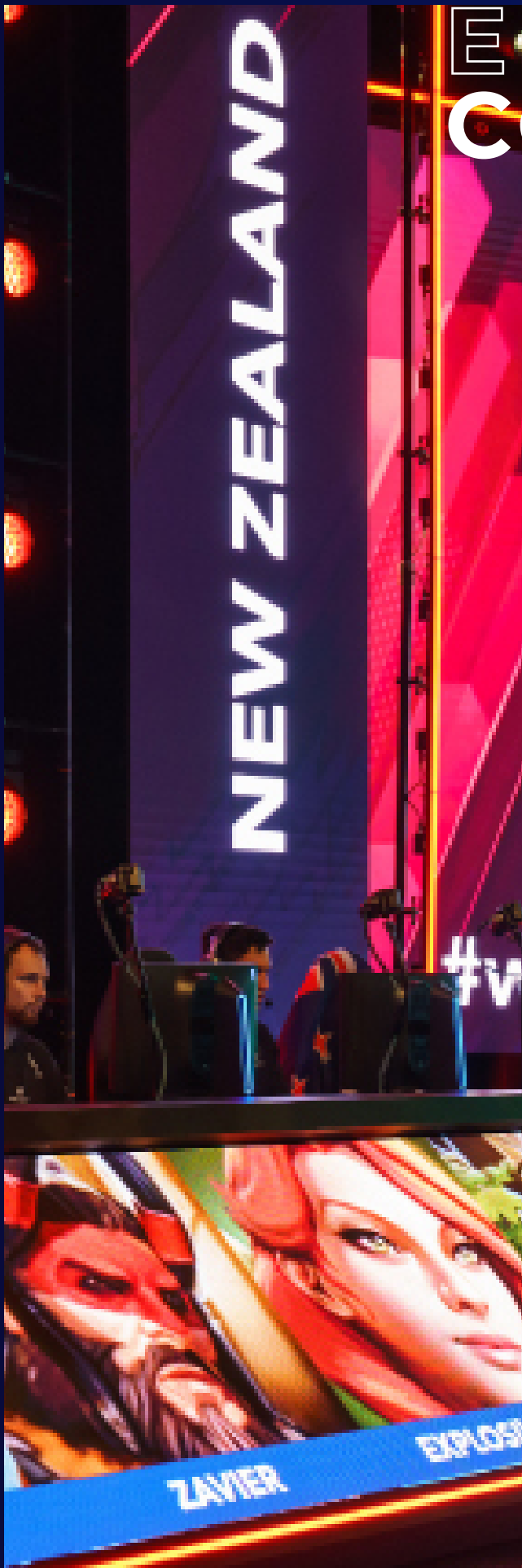
**Team:**  
Janice "Bubbles" Tieu  
Kassie "Lunerial" Pratt  
Jane "Thefallenx" Zhu

**Sub:**  
Saila "Sailamoon" Wang  
Hana "Alittlegg" Stay



### EFOOTBALL

Joshua "JMCKing" King



# E BLACKS CONTINUED

A month later and as part of qualification requirements for the Commonwealth Esports Championship, our Rocket League squad and both Dota 2 teams faced off against Australia test match-style — the winners would represent Oceania on the global stage. The qualifier, styled as the McRae Cup after life member John McRae, was produced out of LPL Studios and broadcast across the country, reaching 120,000 unique viewers in the process.

At the Commonwealth Esports Championships, our Dota 2 Open side narrowly missed out on a medal, falling in the bronze medal match but finishing 4th overall. JMCKing finished in the Top 8 in eFootball, with both results extremely respectable for New Zealand's first crack at international competition of this kind.

NZ Esports entered two athletes into the Oceania qualifier for the Monaco World Cup simracing event held by IESF, with Ewan "agntwshington" Baker and Matt "MonkeyMatt" Smith claiming the top two qualifying lap times across the whole region. Unfortunately, only one from Oceania was eligible to attend, and Baker claimed a respectable sixth place in Monaco.

The E Blacks have two more events scheduled for this year, firstly their campaign to the World Esports Championships in Bali, 30th Nov – 12th Dec and secondly the Global Esports Games in Istanbul, 14th-18th Dec.

# HIGH PERFORMANCE INITIATIVES



Off the back of his competitive performance, Josh King was nominated and accepted into the High-Performance Sport Athlete Program where he will receive access to the country's top high performance support teams to develop him across nutrition, sleep, cognitive endurance, life coaching and physical development. Josh enters the HPSNZ Athlete program as the first ever esports athlete.



Sam "Fury" Johnson and Patrick "Warturtle" Gleeson have also begun their training in the Core Knowledge Coaching program run by High Performance Sport NZ where they will be undergoing professional development through four pillars of coaching, Body in Motion, Energy Systems, Professional Practice and Performance Impact.



The modules Fury and Warturtle have chosen to engage in are Performance psychology, mental health and sports psych, coaching wellbeing, reflective practice, innovation, performance health, transition focus, knowledge frameworks, and performance planning.

| Body in Motion   | Energy Systems   | Professional Practice  | Performance Impact  |
|--|--|--|---|
| <p><b>Performance and Technique Analysis</b><br/>Develop an understanding of the physics and biomechanics that govern sporting technique, as well as common methods of performance measurement within the sporting environment.</p> <p><b>Physical Performance</b><br/>Develop an understanding of the principles of physical performance as well as the knowledge and skill to integrate conditioning programs into the overall training and competition plans for athletes and teams</p> | <p><b>Performance Nutrition</b><br/>Develop an understanding of the key pillars of nutrition, which can positively influence performance, health and training adaptation.</p> <p><b>Physiology</b><br/>Develop an understanding of the energy systems and their application for session design and programme planning for performance.</p> | <p>Develop an understanding of the coaches' professional role within the context of high-performance sport, including areas of leadership management, ethics, and legal responsibilities</p> | <p>Develop an understanding of the art of coaching and its influence on performance outcomes, with a particular focus on intra personal, interpersonal, and teaching and learning skills.</p> |



# NATIONAL LEAGUES & CHAMPIONSHIP TOURNAMENTS



In the latter half of 2022, the inaugural New Zealand Esports Hyperfibre League was launched — giving gamers across the country an outlet to prove their skills against the best. The event, which was open to all New Zealand citizens and residents, was created to bridge the gap between casual esports and semi-professional play.

Starting in early July, the league ran over six weeks of online play in League of Legends and Valorant, with teams representing five of the six guilds qualifying to play at a LAN final held at Auckland's Skycity Theatre.

The LAN final was held over three days in early October in an open collaboration with Victory-Up, who also held their High School League (HSL) finals alongside the NZEHL finals. There, teams representing Tempest triumphed in both the NZEHL League of Legends and Valorant finals, claiming the inaugural title of Guild Champion. Overall, the NZEHL pilot was extremely successful, hosting 175 teams from across the country in weekly play and introducing members of the esports community to our guild initiative — which has already led to noticeable guild fandom in the NZEHL community.







# 2023

Plans are now underway to expand NZEHL

coming into 2023, with three divisions of competition playing in three splits over the course of the year culminating in a LAN final towards the end of 2023.

This will hopefully grow the playerbase from the 2022 edition, with at least Valorant, League of Legends and Rocket League confirmed so far.

# COMPETITIVE INTEGRITY IMPROVEMENTS

A focus point for 2022 was centred on building a more fair, inclusive and safe competitive environment for esports in New Zealand.



This journey began with creating mechanisms for accountability across the board, which includes NZ Esports through the activation of the Sports and Recreation Complaint Mediation Service (SRCMS).

The **SRCMS is a complaints and mediation service for sport and recreation across Aotearoa New Zealand**. The service is operated by Immediation New Zealand Limited, which has been contracted by Sport NZ to run the service independent of any sporting bodies, clubs and organisations. Its purpose is to ensure those with issues related to sport and recreation in Aotearoa New Zealand have a place to air their complaints and have them resolved fairly. The service is free and confidential.

We also **launched a series of integrity measures in 2022**, including our Player Code of Conduct, Integrity Regulations and Disciplinary Procedures for when NZ-based tournament organisers of any size need to address issues that arise within esports. We successfully implemented the new Disciplinary Framework for serious issues that arose through the High School Esports League and the NZEHL.

The final keystone of our initial disciplinary framework is a **national offense registry**. This registry is actively under construction and soon NZ Esports will have a platform that guarantees long-reaching accountability for player behaviour within NZ Esport sanctioned events. Tournament organisers will be able to check their registrations against our national offense registry to be notified if any registered members currently have any infractions from previous esports events. This will prevent serial offenders from participating in NZ-run esports events and make our members events a better experience.

# COMMUNITY WEBSITE

One of the CEO's first ventures was updating our digital presence of the NZ Esports website. Our website now acts as a place to learn, be connected, get involved and support esports in NZ.

## HIGHLIGHTS OF NEW FEATURES

01

The Community Funding & Grant Support process, which provides [bespoke support to members on how to create grant and funding applications](#), where to best seek funding for their projects and get a letter of support from NZ Esports as the governing body to increase our members chances of successfully being funded.

02

The launch of our career and startup esports org tools have been a welcome success, with a place for new event organisers to list esports events so we can share them with the [290,000 visitors we get on our site each year](#).

03

Our Volunteer and Talent Registry has helped us [provide several job placements for upcoming casters and tournament administrators](#) and dozens of volunteers with relevant esports organisations running community events.

## TESTIMONIAL



MonkeyMatt, one of our registered members provided this quote after being offered a paid casting position for the NZ v AU Rocket League series:

*"I'm incredibly grateful to NZ Esports for giving me the chance to cast a professional event. Being able to work with and learn from those more experienced than myself was amazing. I love that NZ Esports is keen to grow esports not only through players but also all other roles like casters. This genuinely was like a dream come true and I'm so grateful I had that chance. Has made me want to get into casting more seriously now."*

MonkeyMatt has gone on to be contracted to several paid shows after this beginning. Many more resources are available through our Esports Knowledge Library, including parents for articles, startup esports orgs, casual players looking to go professional and more.



# NATIONAL ESPORTS STRUCTURE

New Zealand has thousands of individuals passionate about esports and are constantly looking for ways to be more engaged. Exploring what an authentic esports structure and pathway means for our country is an ongoing major consultation project.



**We learned very quickly that there was no single existing sport that had a structure suitable for esports, and as we began seeking inspiration from all of the strongest elements of traditional sport we had several significant unique challenges to overcome.**

The most notable challenge was ascertaining how to establish regional pride, both for national and local esports events, especially as the decentralised nature of esports means teams largely consist of members spread-out throughout the country with no specific geographic ties.

New Zealand has thousands of individuals passionate about esports and are constantly looking for ways to be more engaged. Exploring what an authentic esports structure and pathway means for our country is an ongoing major consultation project.

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Due to the varying nature of New Zealand's esports landscape, a one-size-fits-all structure would not be suitable to aid orgs with a myriad of different goals. As a result, NZ Esports has decided to eschew the regional hubs initiative in favour of empowering and enhancing all of our members and ensuring they can achieve their own goals with our support.

Our updated membership structure now reflects a growth pathway through NZ esports. Our Individual Membership is for players, parents, or supporters wanting to support NZ Esports, be kept up to date with news, or maybe list on our talent registry or volunteer registry to be involved in esports events.

Then if you are a commercial operation, or a new team, you may choose the Startup membership, which gives you access to professionally drafted player contracts, resources on how to gain sponsorships and build commercial relationships.

If you're more focused on community or social outcomes, a Community membership will allow you to begin your learning journey on applying for funding, establishing a non-profit society, and give you access to our regional community fund to begin leveling up your events.

Finally, our Full membership is for those who have invested in the esports space and are looking to be a more vocal voice of change to help guide NZ Esports on how it should support the wider community.

# ACCREDITED TOURNAMENT ORGANISERS

We heard in 2021 from our members that the pathway to becoming recognised as a tournament organiser, or having an event sanctioned by NZ Esports was unclear, difficult and didn't feel right. Over the course of 2022 we have developed an updated pathway for tournament organisers that addresses the specific issues our members have shared with us, and now allows us to give our mark of trust to those out there in the community delivering high quality, safe and inclusive competitions.

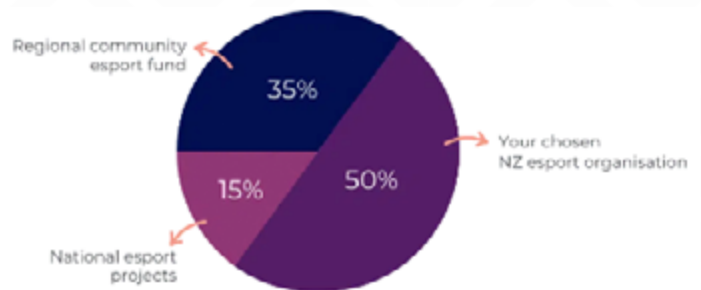
This revamped pathway removes the cost barrier of becoming an accredited tournament organiser, provides financial incentives to participate as an accredited TO and encourages them to follow our integrity and safety guidelines while operating within publisher requirements. This critically adds a layer of protection for tournament organisers and their events through our ability to work with them on serious issues.

We look forward to seeing many more tournament organisers carrying the NZ Esports quality seal in 2023.



# REGIONAL SUPPORT FUND

A regional support fund of \$10,000 was approved in 2022 to allocate a pool of funding for community members to apply for to deliver positive esports focused outcomes into their communities.



The regional community fund is a NZ Esports regulated fund dedicated to helping support high impact regional initiatives that are unable to secure funding through other channels. This fund can be applied for by all community tier members starting in 2023.

## UPDATE TO NZ ESPORTS RULES

In July, a motion was passed to include a protected clause prohibiting any individual from personally benefiting from the New Zealand Esports Federation. This clause is unable to be altered or removed, forever ensuring NZ Esports to its purpose of delivering the best outcomes for New Zealanders.



# 2022 FINANCIAL REPORT

New Zealand Esports Federation Incorporated  
As at 31 December 2022

## BALANCE SHEET

| <b>ASSETS</b>            |                     |
|--------------------------|---------------------|
| Cash                     | \$181,407.42        |
| Current Assets           | \$16,330.00         |
| Fixed Assets             | \$1,128.00          |
| Non-current Assets       | \$9,870.11          |
| <b>Total Assets</b>      | <b>\$208,735.53</b> |
| <b>LIABILITIES</b>       |                     |
| Current Liabilities      | \$1,481.71          |
| Non-current Liabilities  | \$294.96            |
| <b>Total Liabilities</b> | <b>\$1,776.67</b>   |
| <b>NET ASSETS</b>        | <b>\$206,958.86</b> |
| <b>EQUITY</b>            |                     |
| Current FY Year Earnings | \$60,410.37         |
| Retained Earnings        | \$146,548.49        |
| <b>Total Equity</b>      | <b>\$206,958.86</b> |



# PROFIT AND LOSS

For the period 1 April 2022 ending 31 December 2022

| <b>TRADING INCOME</b>                  |                      |
|--|----------------------|
| Commercial and Partnerships            | \$106,085.44         |
| Other Revenue                          | \$12,142.67          |
| Non-exchange transactions              | \$107,236.45         |
| <b>Total Trading Income</b>            | <b>\$225,464.56</b>  |
| <b>COST OF SALES</b>                   |                      |
| Payment processing fees                | \$69.66              |
| <b>Total Cost of Sales</b>             | <b>\$69.66</b>       |
| <b>GROSS PROFIT</b>                    | <b>\$225,394.90</b>  |
| <b>OPERATING EXPENSES</b>              |                      |
| Advertising                            | \$2,600.38           |
| Professional services and fees         | \$7,007.20           |
| General expenses                       | \$6,330.45           |
| Insurance                              | \$736.00             |
| Tournament production                  | \$68,397.22          |
| Player Expenses                        | \$33,187.71          |
| Personnel                              | \$147,375.14         |
| Kiwisaver Employer Contributions       | \$4,421.28           |
| <b>Total Operating Expenses</b>        | <b>\$270,433.38</b>  |
| <b>TAXATION AND DEPRECIATION</b>       |                      |
| Depreciation                           | \$376.00             |
| Income Tax Expense                     | (\$97,002.32)        |
| <b>Total Taxation and Depreciation</b> | <b>(\$96,626.32)</b> |
| <b>NET PROFIT</b>                      | <b>\$51,587.84</b>   |



AREPA



**NOOTROPIC  
BRAIN DRINK**  
*For Mental Clarity*

100% NATURAL

**100% SPARKLING**

Blackcurrant Extract  
Pine Bark Extract  
L-Theanine

Low Sugar | Supplemented Food  
Made in New Zealand | 24 Calories | 300ml

# BRAND & PARTNERSHIPS

With the appointment of a new board and CEO the need to update the NZESF brand was appropriate. A two-step rebrand changed the Federation's name from NZESF to NZ Esports, as well as a new logo designed to more accurately.

Layla Loots led the design process and along with Alex writes about the new logo:

"We took multiple sources of inspiration when developing our new logo, including utilising the traditional silver fern iconography familiar to all New Zealanders. As the most iconic symbol of New Zealand sports both in Aotearoa and the rest of the world, we wanted to include the fern but also make it unique to esports. Our main goal was to bring more representation and meaning into the symbolism of New Zealand esports, as the community we all share is just as diverse. Each part of the pouakai logo pays homage to one of four elements, as we drew inspiration from traditional mythology to give the pouakai some esports flair.

The tail symbolises the mountains and the earth, with the rifts at the bottom doubling as feathers but also becoming whole as the mountain rises resolute from the ground beneath it. While we all start out at different points of the esports journey, we all have the same goal — to stand proudly atop the mountain overlooking the community we've built together.

The bottom of the wing represents fire, and much like a roaring flame the feathers are unique — each tongue of flame forging their own path through the world. No one person is ever the same as another, and everyone's contribution is unique to the rapidly evolving esports community in New Zealand.

The top of the wing pays homage to the sea while staying faithful to traditional silver fern iconography. Starting with classic fern leaves close to the head, the leaves become more fluid farther along the wing — much like waves rising and falling. Symbolically, everything will come and go, but much like the motion of the ocean, it will always continue.

The wings dissipate into pixels at the tips, symbolizing the transition from the physical world to the digital one. Esports straddles both the online and offline worlds, and as part of the NZ Esports community we want everyone to carry themselves with integrity in both worlds.

The head of the pouakai is a waypoint, meaning that if you have a destination in mind, you can only move forward in your journey. In New Zealand esports, we want to help be your guide as you fulfil your potential. However, even if you don't have a destination in mind, we will have goals at the core of our community to aid your journey in New Zealand esports.

In essence, our logo is designed to enshrine the core values we have at NZ Esports and are values we hope to share with the wider esports community in Aotearoa."



**NZ ESPORTS**

# BRAND & PARTNERSHIP CONTINUED

## CHORUS

With Chorus' three-year sponsorship, NZ Esports will be able to continue its essential work in developing esports in New Zealand. This includes promoting grassroots participation, the social, health and educational benefits of esports, assisting local community organisations in engaging with youth and providing pathways for gamers pursuing esports as a career.



Chorus Chief Customer Officer, Ed Hyde, believes New Zealand's fibre network will be pivotal for the sport's growth. "We're excited to be working with New Zealand Esports, and we're looking forward to seeing New Zealand's esports teams achieve great things.

"Esports is rapidly gaining popularity worldwide; here, more than two-thirds of Kiwis, from all walks of life, are regular gamers. One of the reasons for this growth is the availability of fibre high-speed broadband internet, and our flagship Hyperfibre family of broadband plans offer the low-latency, high-speed connectivity that is perfect for gamers at all levels."

Jonathan Jansen sees esports as a booming industry, with competitive gaming events attracting large audiences and significant investment.

"Kiwi gamers know we are incredibly fortunate to live in a country where the internet isn't a barrier to the competitive experience. To be supported by the organisation that has built our playing field, to connect more gamers and remove more barriers to the international stage, is something we're incredibly grateful for."





As one of the largest esports broadcasters in Oceania, the NZ Esports relationship with Letsplay.Live has always been a very important one. In 2022, LPL assisted in producing and broadcasting our E Black qualifiers, McRae Cup, Commonwealth Esports coverage as well as the NZ Esports Hyperfibre League.

NZ Esports has reviewed our historical agreements with Letsplay.Live and are taking steps to modernize how we continue to support them as a very successful member of the esports community.



Our partnership with Playtech continued to grow as the preferred hardware provider for the E Blacks. Playtechs high quality custom PCs were a key contributor to the smooth running of our national events.



Arepa was an exciting partner in 2022 for NZ Esports, providing the E Blacks with their powerful new brain drink made with NZ neuroberries, native nz pine bark extract and L-Theanine. The healthy beverage focused on enhanced cognitive ability helped power our E Blacks through their year long competitions



2022 saw our E Blacks kitted up for the first time in the highest quality Virus apparel. The smart sportswear garments were designed to keep our E Blacks comfortable, stylish and supported our values of physical wellbeing.



High Performance New Zealand backs Kiwi esports athletes in latest investment

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**NZ ESPORTS**