



**NZ ESPORTS**

**2024 - 2026**

# **STRATEGY FRAMEWORK**



# About Us

## New Zealand Esports Federation

### 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



**Inclusive Participation**  
**Whakauru Whānui**

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.



**Education**  
**Mātauranga**

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.



**Integrity**  
**Ngākau Tapatahi**

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



**Empowerment**  
**Whakamana**

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

The New Zealand Esports Federation is the solely recognised national sporting organisation for esports in New Zealand. Established to promote and represent esports in New Zealand to increase its level of awareness, improve standards and inspire future talent. The New Zealand Esports Federation was set up with the aim to lead and support kiwis to positively shape the future of esports as the recognised voice of esports in New Zealand.

### Key Partners



**Te Kāwanatanga o Aotearoa**  
New Zealand Government



**HIGH PERFORMANCE**  
SPORT NEW ZEALAND



**schoolsport**  
NEW ZEALAND NZSSC



**SPORT**  
NEW ZEALAND  
IHĪ AOTEAROA



**Publishers**

**Sports Trusts**

**Local Government**

**Māori**


# 2024 – 2026

## Key Theme: Inspire & Educate



**Academic Engagement**

Proactive engagement with educational institutions to inform and educate students, parents, and teachers about the world of esports. This initiative aims to highlight the benefits of esports for youth, fostering a generation that is well-informed and positively influenced by esports. Through our NZ Secondary School Esports (NZSSE) channel, we aim to develop a robust talent pipeline, increasing student involvement and transitioning casual gamers into organized esports participants.




**International Pathways & Experience**

Transforming the E Blacks into a globally recognized elite sports brand. This encompasses offering exceptional incentives, including high-performance training, unique experiences, and custom uniforms, to make participation in the E Blacks an aspirational goal. Our focus is on cultivating a culture where representing the national team is seen as a privilege and a distinguished goal.



**Systems of Support**

Providing comprehensive support through guidance, resources, and platforms that assist gamers and stakeholders in their esports journey. We believe in empowering the community with the tools they need to grow, leveraging our existing resources such as Accredited Tournament Organisers (ATO), micro grants, community resources and memberships to empower active communities.



**Relationships & Perceptions**

Building robust relationships with high-value channels including government bodies, High Performance Sport, Sport NZ, and the TAB. Additionally, we aim to produce targeted content for educational settings, with a special focus on engaging parents and decision-makers, recognizing that while the youth are naturally inclined towards gaming, it is essential to address and inform the perspectives of parents and key influencers in their lives.

Global Market

Benefits of the Digital Economy for New Zealand

Market Analysis

As outlined in the 2019 Interactive New Zealand report a strong digital economy, such as our interactive sector, diversifies New Zealand’s economic base and increases our high value exports.

It is a knowledge-based sector with the opportunity to:

- Improve labour productivity
- Grow our scalable, intangible, digital exports
- Retain a greater share of the value chain in New Zealand
- Grow faster than the overall economy
- Pay above average wages

In addition the New Zealand Esports industry can

- Support and promote New Zealand game developers
- Provide additional opportunities for our TV, Film and event industries
- Drive and promote Sport NZ outcomes of active recreation
- Provide new commercial opportunities
- Promote sport and recreational activity

Revenue

Global Landscape



The global esports market is projected to grow from \$1.72 billion in 2023 to \$6.75 billion by 2030.

China remains the largest esports market in Asia and MENA with \$445 million in esports revenue and an audience of 400.2 million esports fans in 2022.

The United States generates the most revenue in the Esports market, with a projected market volume of US\$871.0m in 2023.

GLOBAL AUDIENCE

The esports audience is predominantly male, with a male-to-female ratio of 72:28. The average age of esports fans is 26, compared to 50 for traditional sports fans.

Average revenue per user: US\$5.21

Esports viewers: 31.6 million

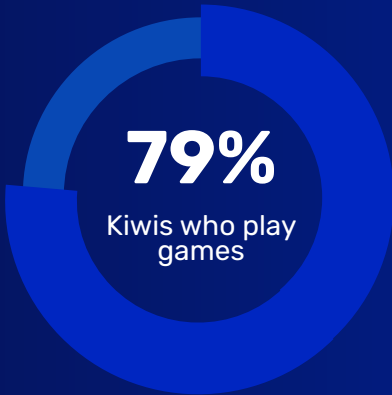
Esports ad revenues: \$264.3 million

The New Zealand Gamer

The gaming community is centred in Auckland, closely followed by Canterbury. While most esports enthusiasts are male, a noteworthy 11% year-on-year increase in female participation has occurred.

Fibre is the preferred internet connection for 80% of gamers, dedicating an average of 3 hours daily to gaming. The primary motivations for playing video games include mental stimulation, relaxation, and personal challenges.

Gamers identify strategic thinking, decision-making, and teamwork as the top skills enhanced by esports. 80% actively watch esports, with 92% expressing a desire for more Oceanic esports content.



- 11% YoY growth in female participation
- 90% have made real life friends through gaming
- The average age is 35 years
- The #1 reason parents play with kids is connection

The New Zealand Landscape



- There have been 400 New Zealand esports players across 1,207 tournaments, where the top 20 players have been awarded a total of USD\$1,388,500.41 in prize money.
- The highest awarding game was Fortnite with USD \$703,174.80 won, making up 29.76% of all earnings by New Zealand players.
- Cameron "Kamii" Ingram is the highest earning New Zealand player with USD\$146,112.49 in prize money won overall, all of which was won from playing in Rocket League tournaments.



74% of students say that they feel supported by their parents in esports



95% of students say esports helped them socially connect with others



62% has made them more confident in other school activities



A majority of gamers value sleep and mental health as the top contributors to esports performance

Sources: 2023 NZ ESports Survey, IGEA Report 2023

Sources: Statista, Fortune Business Insights, Nikopartners, Esports Earnings



2024 – 2026

# Key Theme: Inspire & Educate

## Global Outcomes

By 2026, a successful delivery of our strategic vision will result in:

- More Kiwis Playing Esports
- Improved E Blacks international performance
- Positive shift in public perception
- Increased funding and revenue as an organisation

What we are doing:	Why we are doing it:	How we are doing it:
Build Role Models	To create human stories that resonate with communities and inspire around how esports can be a positive contributor to wellbeing	<ol style="list-style-type: none"><li>1. Celebrate all Kiwi’s esports success.</li><li>2. Identify upcoming talent and support them on their journey - regardless of the game.</li><li>3. Create E Blacks Ambassadors and raise public profile through international competition.</li></ol>
Elevate the E Blacks	To create an elite sports brand and aspirational pathway for kiwi gamers.	<ol style="list-style-type: none"><li>1. Level up the E Blacks player experience making it an aspirational/desirable goal for all gamers.</li><li>2. Popularise the E Blacks brand within the gaming and sporting community of NZ.</li></ol>
Educate on Esports	To pave the way for esports to flourish in schools by removing stigmas and misconceptions held by decision makers and parents.	<ol style="list-style-type: none"><li>1. Go to schools and deliver to students, parents and teachers about esports and its benefits.</li><li>2. Link up with local community groups to help deliver valuable programs to schools.</li><li>3. Sanction and deliver the NZSSE pathway to create a good experience for student esports</li></ol>
Promote & Refine	We have a solid integrity and policy foundations, but they aren’t valuable if people don’t use them	<ol style="list-style-type: none"><li>1. Promote the values of using these tools, and proactively get them in front of people who can find value in them.</li><li>2. Creating systems that help people identify the tools they need, and the benefits of using them.</li></ol>



# PROJECT PLANS

## Overview

# Celebrating Kiwi Esports Success

## Strategic Objective

To recognise and celebrate the achievements of Kiwi esports athletes and build role models that young kiwi gamers can aspire to be.

## Current State Analysis

New Zealand's esports achievements across various games are not adequately recognised or celebrated, leading to a lack of visibility for Kiwi esports successes and minimal platforms to showcase these achievements.

## Strategic Outcome

- Enhanced visibility and recognition for Kiwi esports athletes.
- More role models to motivate and inspire among the esports communities.
- Stronger sense of community and pride in New Zealand's esports achievements.

## Links to Core Values



**Participation**  
Whakauru Whānui



**Empowerment**  
Whakamana





Overview

Supporting Emerging Talent

Strategic Objective

To identify and support emerging Kiwi esports talent across all games.

Current State Analysis

Emerging Kiwi esports talents often lack necessary guidance and resources, with a significant challenge in identifying and nurturing talent across a diverse array of games.

Strategic Outcome

- Stronger pipeline of emerging talent in the New Zealand esports scene.
- Improved performance and growth of upcoming esports athletes.
- Enhanced reputation of New Zealand as a nurturing ground for esports talent.

Links to Core Values



Education  
Mātauranga



Empowerment  
Whakamana



Overview

E Blacks Ambassadors Program

Strategic Objective

To create a group of E Blacks Ambassadors to elevate the public profile of New Zealand esports internationally.

Current State Analysis

New Zealand’s esports scene suffers from limited international awareness, with a need for skilled and charismatic individuals to represent NZ esports on a global stage effectively.

Strategic Outcome

- Strengthened global presence and respect for New Zealand esports.
- Increased inspiration and pride among local esports community.
- Enhanced opportunities for international collaborations and sponsorships.

Links to Core Values



Participation  
Whakauru Whānui



Integrity  
Ngākau Tapatahi





Overview

Elevating the E Blacks

Strategic Objective

To enhance the E Blacks player experience, making it a highly sought-after goal for Kiwi gamers.

Current State Analysis

The experience for E Blacks players may not fully reflect an elite sports environment, lacking certain elements and incentives that contribute to a prestigious and aspirational player experience.

Strategic Outcome

- Enhanced attractiveness of being an E Black, increasing competition and quality.
- Improved performance and well-being of E Blacks athletes.
- Raised profile and prestige of the E Blacks brand within the gaming community.

Links to Core Values



**Empowerment**  
Whakamana



**Integrity**  
Ngākau Tapatahi



Overview

Build the E Blacks Brand

Strategic Objective

To popularise the E Blacks brand within New Zealand’s gaming and sporting communities.

Current State Analysis

The E Blacks brand is not widely recognised within New Zealand’s broader gaming and sports communities, necessitating strategic marketing and brand-building efforts.

Strategic Outcome

- Increased recognition and support for the E Blacks brand.
- Greater integration of esports into New Zealand’s mainstream sports culture.
- Enhanced sponsorship and partnership opportunities for the E Blacks.

Links to Core Values



**Participation**  
Whakauru Whānui



**Education**  
Mātauranga





Overview

Esports Education in Schools

Strategic Objective

To educate students, parents, and teachers about the benefits of esports in schools.

Current State Analysis

There are prevalent misconceptions and a general lack of understanding about esports among school stakeholders, indicating a need for structured, informative programs in educational settings.

Strategic Outcome

- Improved perception and understanding of esports in educational settings.
- Increased acceptance and support for esports programs in schools.
- Enhanced opportunities for student engagement in esports.

Links to Core Values

Participation  
Whakauru Whānui

Education  
Mātauranga



Overview

Integrity and Policy Adoption

Strategic Objective

To encourage the adoption and use of integrity and policy tools in the esports community.

Current State Analysis

There is an underutilisation of existing integrity and policy tools within the esports community, coupled with a general lack of awareness about the importance of these tools.

Strategic Outcome

- Increased adoption and respect for integrity and policy standards in esports.
- Stronger community commitment to uphold high standards in esports.

Links to Core Values

Integrity  
Ngākau Tapatahi

Education  
Mātauranga







**NZ ESPORTS**