**Definition**

Electronic sports also known as esports is the practise of playing video games in a competitive environment. Similar to sports, esports range across a variety of games and involve top level players battling it out for major cash prizes and to be crowned best in the world.

In the past decade, esports has grown to become a booming industry with a collective worth of over 100 billion dollars worldwide. Local and international events have also attracted millions of viewers, even surpassing online viewings of NBA streams at major events. With esports slowly becoming more streamlined, more mainstream companies and organisations have begun to capitalise onto the success of esports to further their growth.

With various teams competing against each other from across the globe, one such country isolates itself from the rest, this being Australia. Australia stands out from the rest of the competition it is a well-known country with almost no global representation in both players and events. It is considered ‘isolated’ from the rest of the world and as such, is looked down or ignored as being a contributor to the community. Australia is missing out on a growing industry that could benefit the welfare and economics of the country.

**Australia’s Lack of Player Representation**

Almost no players in large professional teams are of an Australian background. Top level teams are sponsored by organisations, with the most well-known organisations residing in Korea and North America. This makes it harder for Australians to make it ‘big’ and become well known/become sponsored by these international companies.

So how exactly does one become sponsored by these companies if they reside across the globe? Well, one ways that a player can become sponsored is through talent searching.

Talent searching is where a player will perform well in their game and will typically have a higher skill rating compared to the rest of the local player base, making them stand out. However, due to Australia’s population compared to that of Korea and North America, it is very small meaning that there are less players in each region making it much more difficult to improve as a player. There is also a lack of variety in competition because of such a small player base which results in players playing the same people constantly and becoming stuck at a skill wall making it harder to improve and put themselves out internationally. It also creates a large skill gap between that of a domestic player and international player as internationals live in a larger populated region and are thus, better.

An alternative that was made to pass this wall is that local talents began to play on international servers to make themselves noticeable to the international player base. This however difficult to maintain, as Australia’s ping latency is extremely high, meaning that players experience lag and packet loss frequently and even more so when playing on international servers (more on this later).

**Australia’s Lack of International Events**

Large events play a key role in a country’s esports presence, as it brings both competitors and spectators to the country to experience their competitive culture. Australia is extremely lacking in this area as there are very few major events that occur and is falling significantly far behind when compared to other countries such as America which have more than one major event each month.

Some people may argue that Australia’s lack of events is due to its isolation and the cost of travel to get there. However, this is not the case as major events such as IEM, hosted in Sydney each year brings thousands of spectators each year proving that it is possible for Australia to host big events.

Smaller Australian majors on the other hand almost never receive international entrants, which results in both less attendance overall and credibility within each esport’s respective scenes. I believe, that if Australia wants to capitalise onto the success of esports, things need to change.

**Identifiable Problems**

As stated earlier

* Internet
* Skill gap
* Bad outreach
* This is could be due to lack of interest, bad marketing/outreach and poor attitude towards the country which I feel needs to change.

**Possible Solutions, Flaws and Strengths**