

# North, Central American & Caribbean Volleyball Confederation (NORCECA)

By Mr. Cristobal MARTE HOFFIZ, President

## Introduction

We have the privilege of presenting to the FIVB general Assembly, gather at the FIVB 35<sup>th</sup> World Congress in the city of Buenos Aires, Argentina, the following 2015-2016 Activities Report of the NORCECA Volleyball Confederation that were organized in accordance with the FIVB Regulations by NORCECA's affiliated national federation, Norceca volunteers, staff and technical support personnel. Additionally, we have outlined the scheduled of Norceca Regional, Continental, Intercontinental and International competition calendars for 2016-2018 available in the Norceca website at [www.norceca.net](http://www.norceca.net), as well as the overall development programs in process for Norceca 41 National Federations and Regional Members, as well as, our future projects for the following years, 2016-2020 **Norceca Impact Plan**.

## Organization

At the beginning of each calendar year, NORCECA held its Commission Meetings, that include the NORCECA Sport Organizing Commission, Refereeing, Beach Volleyball, Development Technical and Coaches, Medical, Press, Marketing, Legal, Volleyball Information System (VIS) and the Finance Commissions. These productive Meetings were well attended in our headquarters located in Santo Domingo, Dominican Republic and at the Norceca headquarter in the city of Tijuana, Mexico.

Norceca Volleyball Confederation reached new bilateral agreement with the Dominican Republic Central Government, in order to renew our present agreement for a 4 year term, in order to provide a new headquarters, actually a project is in place to initiate the construction in 2017, as well to enhance the coverage and facilities of our Development Center in the city of Santo Domingo. This will allow Norceca to increase its Development Plan to support our 41 National Federation and Regional Members.

## Finances

The 2015 and 2016 Finance Commission Meeting was held and received , after the corresponding financial review of the statements of accounts, the Internal Financial Audited Report of the previous Fiscal years provided by the NORCECA Finance Department. After being reviewed and approved by the Commission Members and Internal Auditors, the reports were remitted to NORCECA's external auditors, Ernst & Young for the final external auditing report of NORCECA's 2014, 2015 and 2016 Financial Statements and Accounts reports that have been dully certified and audited by our external auditing firm Ernst & Young and remitted to the FIVB Finance Department.

The NORCECA budgets were strictly followed and the affiliated National Federations complied with the payment of their affiliation fees. As well, all competitions were organized according to the forecasted budgets. NORCECA's income enabled and increase of a special reserve in order to financially assist the NORCECA Development Program , to host the Regional Caribbean and Central American Youth, Junior and Under

23 Championships and Tournaments, as well as, for the hosting of the 2015-2016 FIVB Beach Volleyball Continental Cup Zonal Qualification Tournaments. Also, Norceca Zonal Associations, Afecavol, Cazova and ECVA, with the financial support of Norceca, initiated the First Round of the FIVB 2018 World Championship Qualification Tournaments, one that includes the participation of all 41 National Federations and Regional Members, in order to comply with the established terms by the FIVB Sport Event Council. Today, each Zonal Association has available a permanent rotating fund that allows the necessary financial assistance to ensure the participation of their national beach volleyball teams in the Norceca Beach Volleyball Tour.

For 2016-2018 Norceca will be increasing its budget at a minimum rate of 7% annually through marketing and sponsorship of its events and competitions, in order to reach, by 2018, a 30% overall increase. This important increase in our budget will allow Norceca, together with the support been granted by the local governments and Olympic Committees, to further enhance its activities in the next four years, gradually obtaining its financial independence and ensuring its financial growth. The financial strategy is to finally set a share investment for the development of volleyball and beach volleyball through our developing national federation's category I & II. To achieve this goal, Norceca has been providing, during the past several years, especially since 2008, the necessary investment and conditions, establishing credibility among the regional National Olympic Committees and local governmental institutions such as, the Ministries of Sports or its equivalent and the Ministry of Education & Youth. The final strategy is to reach a 50% permanent investment from local governments and national Olympic Committees, NOC, providing Norceca with the available financial support from FIVB, the counterpart needed to complete our development budget.

### Communication

The NORCECA website, redesign and in process, has greatly enhanced the profile of NORCECA and its affiliated National Federations by providing better access to breaking news, real time up-to-date scores and results from MORCECA and FIVB competitions for our viewers in 41 countries and regional members and around the world. Additionally, with the approval of a new NORCECA logo, the website and all communication materials have received an updated and increased professional profile. Since 2014, with the financial support of Norceca, all three Zonal Associations, Afecavol, ECVA and Cazova, have updated their own Zonal website, thus enhancing the communication and promotion of volleyball and beach volleyball events in their respective zones, as well as, the internet video streaming production.

Regular newsletters summarizing the 2015-2016 Competitions and activities are delivered around the world, now to more than 300,000 subscribers on a weekly basis, providing news and statistics to Norceca competition followers. Norceca's website is receiving more than 400,000 visitors annually and has become an important tool of information around the world for volleyball fans. In addition, Norceca continues developing its social network, increasing its communication through different channels, such as Facebook, Twitter, Instagram and YouTube, creating its own YouTube Norceca Channel for the enjoyment of thousands of fans.

For 2016-2018, Norceca Communication strategy is clear, if we are able to follow the path of the last four years, we will be able to verify an important increase in the promotion of volleyball and beach volleyball. Today, more than 175 websites and face

book blocs serve as tool for the promotion of our sport in America, creating the necessary conditions to impact the market and attract sponsorship and broadcasters. Communication play a key role for Norceca future budget setting the necessary conditions to increase our income as needed.

### **Sponsorship and Marketing**

Since 2015 a multi-annual contract agreement was signed once again between NORCECA and Sport Court International. This relationship ensures that each year 7 Sport Court volleyball surface will be available to be distributed among the Category I, II and III National Federations to improve their volleyball activities, both for indoor and outdoor. Additionally, MOLTEN Corporation contract has been renewed for four more years, increasing the amount of volleyball and beach volleyball equipment to be distributed annually among NORCECA`s National Federations and Regional Members.

NORCECA has also develop a permanent relationship with Frecuencia Latina, a Peruvian Broadcaster that covers the development of the Panamerican Cups competitions, a leading TV Broadcaster company, in order to further promote the sport of volleyball within our Confederation and worldwide. All of NORCECA`s major volleyball and beach volleyball events are available for download on our website, creating an opportunity for hundreds of thousands of volleyball fans to enjoy the spectacle of the game, regardless of where they live within our continent or in the world.

Norceca is working to engage a continental marketing agency that with the available products in the Norceca regional market will be able to ensure the necessary income need to increase our budget as foreseen. In this strategy, beach volleyball will be a key factor. Norceca Continental Beach Volleyball Tour, today with 17 confirmed tours annually in different countries, will serve, together with our volleyball competition schedule for national teams, as a mayor income/factor to ensure the minimum 7% increase of Norceca annual budget. The promotion of local truism with the view to attract governmental and private tourism agencies and local consumers` products is at the moment and will continue to be Norceca primary target. To achieve this, Norceca has set its marketing commission with marketing agencies and expert from different regions of our continent, especially from the Central American and the Caribbean market that has been providing excellent opportunities during the past several years.

### **NORCECA`s Regional Associations**

NORCECA continues to support and assist the Central American National Federation Association (AFECAVOL), Caribbean Zonal Volleyball Association (CAZOVA), Eastern Caribbean Zonal Volleyball Association (ECVA) and the Central Zone in the development of volleyball, organization of events, commission meetings and with the hosting of their General Assemblies.

The regions have been benefitting from NORCECA`s Development Plan since its implementation in 2008 through the Norceca volleyball and beach volleyball equipment distribution, financial assistance for the organization of Youth and Junior and Under 23 Tournaments, as well as important seminars and courses to further the technical capabilities in each country, in order to improve their competition level of their national teams, both for volleyball and beach volleyball.

Regional Associations Zonal Competitions have completed their schedule as foreseen, increasing their hosting capabilities and been able to create the necessary conditions to specially host the under age group category events, U18, U-19, U-20, U-21 and U-23 in addition to their senior events. Today, the FIVB World Championship Qualification Tournaments, the quadrennial FIVB most important Competition, has been successfully incorporated into our Zonal Association competition calendar been used, every two years, as their Senior Zonal Championships. Norceca, as needed, has provided and will continue to provide, the necessary technical and financial support to AFECAVOL, ECVA and CAZOVA for the development of their competitions, delivering also, the volleyball and beach volleyball equipment required, as well as, the support for the organization of seminar and courses to develop their technical staff to manage the organization of their events and competitions.

### **NORCECA Development Program**

For 2016-2020 in order to ensure the true development process of our national federations category I & II, NORCECA will continue to host courses and seminars within our developing zones of AFECAVOL, ECVA and CAZOVA, in order to benefit our 35 national federation and regional members. Clinics, courses and seminars have and will continue to provide real opportunities to coaches, referees, technical support staff, VIS, and NF administrators.

#### **Norceca Impact Plan 2016-2020 will include the following:**

- **International Press Seminar**
- **Clinic for Physical Education Teachers**
- **Continental Beach Volleyball Referees Course**
- **NORCECA Volleyball Coaches Clinic**
- **Data Volley/Data Video Course**
- **VIS Courses and Seminars**
- **Electronic Score Sheet Seminars**
- **International Beach Volleyball Referee Candidate Course**
- **International Coaches Course, Level I**
- **International Coaches Course, Level II**
- **International Coaches Course ,Level III**
- **International Beach Volleyball Coaches Course**
- **International Sport Management Seminar**
- **International Technical Seminar – Liberos**
- **International Technical Seminar – Setter**
- **International Technical Seminar – Reception and Defence**
- **International Volleyball Referee Course**
- **International Technical Seminar – Middle Blocker**
- **International Coaches Strategy Game Development**
- **School Volleyball Teachers Courses & Seminars**
- **Physical Education Professors Courses**

In addition to these courses, the NORCECA Confederation and the Development Center continues with the successful National Federation Technical Assistance Program, which is available to all affiliated Category I and II National Federations. Eight high performance instructors are permanently working in all three-development zones of Norceca,

providing technical assistance to 35 National Federations and Regional Members with monthly visits to each country to assist in the development of both, volleyball and beach volleyball. Norceca goal at the end of 2020 is to have available 12 high performance volleyball and beach volleyball coaches/instructors permanently working and providing the necessary technical assistance to Norceca affiliated National federations and Regional Members.

**FOR YOUR REVIEW THE NORCECA IMPACT PLAN IS INCLUDED IN THE CD REPORT PROVIDED TO EACH NATIONAL FEDERATION PRESENT AT THE 35<sup>th</sup> FIVB CONGRESS.**

### **Norceca Volleyball and Beach Volleyball Equipment Distribution**

Over the past two years, Norceca volleyball and beach volleyball annual equipment distribution added a plus of over USD\$700,000.00 in equipment distribution to all of Norceca 41 national federations and regional members annually. In addition, 18 Sport Court Volleyball surface for outdoor and indoor have been received by Norceca national federations and regional members for the development of volleyball in their respective counties and to enhance their hosting capability of continental, regional and zonal events during the past two(2) years. Norceca investment in the distribution of the Sport Court Volleyball Surface added USD\$ 563,200.00 during the past two years.

For 2016-2018, Norceca will be increasing, as needed the necessary volleyball and beach volleyball equipment, especially for the Norceca school volleyball program. Norceca renewal contracts with Molten Corporation from Japan, Sport Court International and Mizuno, will ensure the necessary flow of volleyball and beach volleyball equipment and gear for our national federations.

### **Norceca School Volleyball Developing Program**

With the view into the future of our sport and within our Development Impact Plan for 2016-2018, Norceca in a joint venture with several governments within our region has developed and will continue to enhance a strong school volleyball program, one that will ensure the future of our sport for hundreds of thousands of children. School volleyball teachers, physical education courses, and seminar form part of Norceca Development Plan. To ensure this important program, one that also in counting with the support of local governments and National Olympic Committees, more than 30,000 Molten school volleyballs, nets and antennas have been distributed as a contribution from Norceca during the past two years and will continue to reach our much needed national federations in the next quadrennial 2016-2020. This unique school volleyball program is becoming very popular among the category I & II National Federations of Norceca and today several governmental sport related institutions are requesting the hosting of courses and seminars as a need to cover the lack of physical educational programs in primary and secondary school level. For 2016-2018, Norceca will be reinforcing this important program welcoming school volleyball instructors that will be visiting the ECVA, CAZOVA and AFECAVOL countries in order that, together with our National Federations provide the necessary technical assistance and school volleyball equipment needed, provided by Norceca within the School Volleyball Program, through their respective Ministry of Education or Governmental Institution in charge of education in their countries.

## **2016- 2018 NORCECA Volleyball Competitions**

NORCECA enjoyed another spectacular biannual season with the hosting of many successful events and experienced the improvement of our developing National Federations category I & II, as they participated in more events and increased the level of their national team's performance. For the next 2016-2018 Competition Schedule, Norceca will be developing the following competitions;

- **Senior Men Pan American Cup (2016-2017-2018)**
- **Senior Women Pan American Cup (2016-2017-2018)**
- **U23 Men and Women Pan American Cups (2016-2018)**
- **U-21 Men Pan American Cup(2017-2019)**
- **U-20 Women Pan American Cup (2017-2019)**
- **U-19 Boys Pan American Cup(2017-2019)**
- **U-18 Girls Pan American Cup (2017-2019)**
- **Men's NORCECA Continental Championship (2017-2019)**
- **Women's NORCECA Continental Championship (2017-2019)**
- **NORCECA Men Champions Cup, Final Four (2019)**
- **NORCECA Women Champions Cup, Final Four (2019)**
- **2018 World Championship Qualifier – Men First Round from Cazova and ECVA**
- **2018 World Championship Qualifier – Men First Round from Afecavol**
- **2018 World Championship Qualifier- Women First Round, Cazova and ECVA**
- **2018 World Championship Qualifier – Women from Afecavol**
- **2018 World Championship Qualifier – Men Finals**
- **2018 World Championship Qualifier – Women Finals**
- **Norceca U-21 Men (2016-2018)**
- **Norceca U-20 Women (2016-2018)**
- **Norceca U-19 Boys (2016-2018)**
- **Norceca U-18 Girls (2016-2018)**
- **Final Four Men Senior Pan American Cup (2016-2017-2018)**
- **Final Four Women Senior Pan American Cup (2016-2017-2018)**

## **2016-2018 NORCECA Beach Volleyball Competitions**

Another impressive season for beach volleyball with 14 confirmed stages of the NORCECA Beach Volleyball Tour is been completed in 2016. Norceca will continue in 2017-2018 to enhance its Continental Beach Volleyball Tour, maintaining its focus on the marketing opportunities that our Continental Beach Tour offers.

**For 2017-2018 the following Beach Volleyball Tour are confirmed to be developed;**

**Cayman Islands  
Guatemala  
Dominican Republic  
Mexico (several tours)  
Varadero, Cuba  
Boqueron, Puerto Rico  
St. Lucia  
Trinidad & Tobago  
Aruba**

**Nicaragua**  
**Costa Rica**  
**USA**  
**North Bay , Canada**

### **NORCECA Beach Volleyball Continental Cup 2016**

The zonal semis-finals qualification tournaments was concluded in 2016 with the Women's in El Salvador on May12-16 and the Men's stage to be held in St. Lucia on May 26-30 for the Continental Cup competition. The finals of Norceca's Continental Cup is was held in Guaymas, Mexico on June 20-27 qualifying the Norceca National Beach Volleyball Teams to the Rio 2016 Olympic Games and the FIVB Beach Volleyball World Cup Finals.

**The Norceca 2016 Continental Cup was develop for both gender as follow;**

- **ECVA Zonal Phase**
- **CAZOVA Zonal Phase**
- **Inter-Caribbean Zonal Phase (ECVA/CAZOVA)**
- **AFECAVOL Zonal Phase**
- **Inter-Zonal Phase (AFECAVOL/ECVA/CAZOVA)**
- **Central Zone Phase**
- **Norceca Gran Finals**

Finally, we appreciate the opportunity to provide an overview of the NORCECA Confederation activities and the various FIVB and NORCECA events during 2016, as well as, our future 2017- 2018 program and strategy to be develop and we look forward to a bright future under the leadership of the FIVB President, Dr. Ary S. Graça, who's commitment with the development of our national federation category I, II & III has become the golden era of opportunities for our national federations that today are able to participate in many competitions, developing programs , seminars and courses, receiving the necessary technology and coaching assistance that is allowing their true development.

Norceca development is based upon our competitions, providing the necessary opportunities to our National Federations to participate and enhance the technical and performance of their national teams. In 2017 and further ahead in 2018-2020 following our developing program, as well as, the volleyball and beach volleyball competition schedule, Norceca will ensure its development criteria. A better view of all Norceca activities, competitions and events, both for volleyball and for beach volleyball is available at the Norceca website [www.norceca.net](http://www.norceca.net) . Also, a complete CD version of Norceca activities, competitions and events developed during 2015 and 2016 is been provided to all of the FIVB National Federations attending the 35<sup>th</sup> World Congress in the city of Buenos Aires , Argentina, for you to follow this exciting path full of opportunities, hard work, and above all, full of passion.

***THIS IS VOLLEYBALL, THIS IS TRUE DEVELOPMENT, THIS IS OUR PASSION***

***NORCECA, GO BEYOND YOUR LIMITS, DEVELOPMENT IS THE NAME OF THE GAME !!!!***