



# Exercise anywhere with Vitality Fitness

## Benefit guide for fitness facilities

Thank you for your interest in the Vitality Fitness ecosystem. Through Vitality Fitness, smaller boutique gyms and studios are now able to become Vitality partners and give our members quick and easy access to your fitness facility. Members can easily find your fitness facility, book and pay you for a class, engage with your facility, and earn Vitality fitness points. All in a single app.

The Vitality Fitness ecosystem consists of boutique gym partners that offer a range of fitness disciplines and facilities.

## Benefits of being part of the Vitality Fitness ecosystem

With Vitality Fitness, your fitness facility will be so much easier to discover. Vitality members can search and find your facility on our intuitive map, browse your unique facility profile, and book and seamlessly pay for classes in the Discovery app.

Why join Vitality Fitness? Because:

- Qualifying Vitality members get up to 24 free visits (that's two a month) that they can use at any facility in the Vitality ecosystem.
- Being part of the Vitality Fitness ecosystem limits the facility's financial risk as Vitality members will pay for classes using Vitality Pay from their Discovery Bank account, and Vitality will pay directly to the facility.
- Facilities can convert one-time class visitors into membership contracts.
- Members will earn Vitality points when accessing and using your fitness facility.

## Requirements to become part of the Vitality Fitness ecosystem

- a. The fitness facility must be an existing [Vitality Extended Fitness Network](#) facility that is integrated with Octiv, one of our preferred gym management software partners.
- b. The fitness facility must be aesthetically pleasing, clean, hygienic, and neat. Equipment must be of good quality and in excellent working order.
- c. The facility is responsible for their own internet connectivity as well as maintenance and upgrades required for devices used to access the benefit. Discovery Vitality or their gym management software partners will not be responsible for any costs or expenses associated with the facility resulting from the facility signing up to the Vitality Fitness ecosystem. These expenses remain the fitness facility's responsibility. Examples of such expenses include gym management software fees, rental, and electricity.
- d. The fitness facility must have safe parking on its premises and cannot be in a private residence or an attached garage.
- e. The fitness facility's training methods and equipment must be in line with the relevant recognised clinical guidelines, encouraging cardiorespiratory, strength, and flexibility training in a safe environment.
- f. If you are a fitness professional, please note that the facility that you practice at will need to apply to join the Vitality Fitness network.
- g. The Vitality criteria and process you must follow to become a fitness partner can change from time to time at Discovery Vitality's sole discretion. At least one month's notice of criteria and process changes will be communicated to fitness facilities.

## Health and safety requirements

- a. The facility must perform a risk assessment. This risk assessment is in the form of a physical activity readiness questionnaire for clients using the facility who want to earn Vitality fitness points. A physical activity readiness questionnaire (PAR-Q) is a set of questions confirming that the person using your facility is in good physical health and is allowed to exercise. If the facility does not have a PAR-Q, we have created a [standardised PAR-Q](#) that the facility can personalise according to their risk requirements.
- b. At least one lead trainer at your facility needs to have First Aid Level 1 or a CPR certificate that was done within 3 three years of the application to join the Vitality Fitness network.
- c. There must be enough fire extinguishers present on-site in line with government health and safety protocols relevant to the size of the facility. The facility must have an evacuation procedure in place in case of an emergency.
- d. The facility must comply with occupational health and safety requirements; this includes having visible notices for evacuation procedures, signage for fire extinguishers and first aid representatives.
- e. Bathrooms must be available on-site and be in an acceptable working condition, for example, no broken toilets.

- f. There must be adequate ventilation in line with government’s health and safety protocols. The facility must be compliant with all legal requirements and with all the necessary licences, certificates, authorisations and consents necessary under the laws of South Africa.

### Types of facilities that will be considered for the Vitality Fitness network

Cardio	CrossFit	Outdoor workouts
Dance	Functional training	Pilates
HIIT	Spinning	Sports club
Padel	Swimming	Yoga
Rebounding	Combat sports	
Strength training	Gym	

This is not a conclusive list. Discovery Vitality retains sole discretion to determine who will be considered for inclusion on the network in line with the above-mentioned requirements.

### Type of facilities that will be excluded from the Vitality Fitness Ecosystem

- Electric muscle stimulation (EMS) studios.

This is not a conclusive list. Discovery Vitality retains sole discretion to determine the types of facilities that will not qualify to be part of the network. Discovery Vitality will assess whether your fitness facility qualifies and if your facility aligns with the Discovery Vitality brand and values.

### Member use

- a. A member does not need to sign up directly with your facility to gain access, book and pay for a class. You will receive Vitality member bookings through your integrated gym management software partner.
- b. Vitality members who are 18 years or older can earn 100 Vitality fitness points for one in-facility workout.
- c. For workouts to be considered valid for the purposes of the Vitality Fitness network, the Vitality member must exercise for at least 30 minutes during each visit to their class booked through the Vitality Fitness platform.
- d. Vitality points will reflect on the member’s Vitality Points Monitor within two to three working days.
- e. The QR code point-earning display must be clearly visible to all clients.

If a member neglects to record both their access and exit times, the workout will not qualify to earn Vitality points. Members need to scan the QR code at the beginning and end of their workout to be eligible for points.

## Marketing and promotion

As a Vitality Fitness facility, we value your contribution and the difference you make to our members' lives every day.

We aim to give Vitality members high-quality material to read at every contact point. Our website, brochures, social media pages, newsletters, and more are all geared towards providing our members with added value.

You also touch our members' lives, and we want to work with you to make sure that our shared messages are consistent. You can help us ensure that our Vitality members get accurate information and a high-quality experience, wherever they are by:

- Keeping our messages (ours and yours) the same
- Having us approve the messages you share with these members.

## Below, we have outlined some basic guidelines on how to communicate with Vitality members about our partnership

As an approved Vitality Fitness facility, you can display or use our brand name. You can use the names 'Discovery', 'Discovery Vitality' or 'Vitality Fitness' in your promotional items.

Some examples of promotional items include:

- Affiliation statements on business cards
- Signage on premises
- Printed brochures
- Direct email campaigns or flyers
- Posters
- Websites
- Social media posts on:
  - Facebook
  - Twitter
  - Instagram

## How Discovery Vitality will advertise your facility

As one of our Vitality Fitness partners, you will receive a Discovery Vitality toolkit with brand guidelines to help you attract, retain and delight Vitality members.

Discovery Vitality's on-going promotional efforts will keep Vitality members informed about the Vitality Fitness ecosystem across all Vitality digital platforms. Our promotions will link to specific pages in the

Discovery app that are designed to help members find the perfect facility that matches their exercise goals and preferences.

To enhance your facility's offerings, we've prepared a welcome pack for you. This comprehensive digital promotional package contains tailor-made content for a range of platforms to help you attract Vitality members by offering them Vitality points, fun ways to achieve their exercise goals, and guaranteed rewards.

The package includes:

- A personalised client email
- Engaging Facebook posts
- Vibrant Instagram visuals
- Informative X (Twitter) posts
- Direct and informal WhatsApp messages

Our aim is to provide joining facilities with caption copy and imagery that captures the essence of each fitness category. This way, your clients will know that they can earn Vitality points at your facility, making your offering even more rewarding.

## General guidelines and guidelines to use our logo

The Discovery Vitality logo is a registered mark and is protected under South African law.

Please keep to these basic guidelines:

- You may use the names 'Discovery' or 'Discovery Vitality' but not the logos in your promotional items.
- Please send all material in which you use our name or product information to [vitalityfitness@discovery.co.za](mailto:vitalityfitness@discovery.co.za) so we can check and approve it before you distribute it.
- Please contact us if you want to use any of the same marketing material that Discovery Vitality has produced.
- Please do not print or use the Discovery Vitality name in our corporate logo's font.
- Please do not use any of the Discovery slogans or other marketing messages without our approval.
- Only use the names 'Discovery' or 'Discovery Vitality' in the body or text of promotional items. Do not use our names in the heading or copy headline and do not make it appear larger than your name or logo.

## Reviewing your promotional material before you publish or distribute it

The Discovery Vitality Partner Operations team reviews the use of marketing material and other material during visits to Vitality Fitness facilities. You can send the marketing material and any other material to [vitalityfitness@discovery.co.za](mailto:vitalityfitness@discovery.co.za) for approval. If you are no longer part of the Vitality Fitness network, please remove all Discovery Vitality material.

## Not complying with these guidelines

Please follow all guidelines and avoid publishing information about Discovery Vitality before we give you written approval. In cases where the guidelines are not followed, Discovery reserves the right to immediately end the agreement and, where necessary, take legal action.

Your facility will receive a Vitality-branded toolkit to help attract more Vitality members to your facility. The toolkit includes:

- Signage to show that you're an accredited Vitality facility: Vitality Fitness facilities will receive a Discovery Vitality-branded plaque to be displayed at the entrance of the facility.
- Social media posts about your partnership with Vitality Fitness.

Discovery Vitality does not permit the use of the Discovery Vitality logo on any other material.

## Joining the Vitality Fitness ecosystem

- a. If your facility is joining the Vitality Fitness ecosystem, you need to email us at [vitalityfitness@discovery.co.za](mailto:vitalityfitness@discovery.co.za) and we will refer you to one of our gym management software partners. [Apply to join the Vitality Fitness network online](#).
- b. Depending on which gym management software partner you choose, they will inform you of the next steps to follow.
- c. Vitality will assess your facility. Once done, we will notify your facility if it has been approved, declined, or pending approval due to outstanding documents.
- d. If approved, your facility will be added to the Vitality Fitness network list.
- e. You can only use the username and password you get for the login of the gym management service at a single fitness facility. You are not allowed to share the login details or use the gym management facility for multiple locations. The location will be geo-blocked.
- f. You must register your facility on the gym management system in the name of the approved fitness facility and not in the name of the facility owner, a staff member, or a director.
- g. Discovery Vitality cannot be held responsible for injuries to any Vitality members using your facility.
- h. Discovery Vitality requires honest and accurate logging of training sessions. We will do random audits to check the validity of the events that members log. Fraudulent reporting of workouts could result in us revoking your network access.



## Stay in touch

If you have any questions or need more information about Vitality Fitness, you can send an email to [vitalityfitness@discovery.co.za](mailto:vitalityfitness@discovery.co.za) or call 011 529 8898.

If a member wants more information about the Vitality Fitness benefit, they can visit <https://www.discovery.co.za/vitality/vitality-fitness-ecosystem> or call us on 0860 99 88 77. You can also download the Discovery app.

Keep up to date with the latest news from Vitality: Download the Discovery app and follow Discovery Vitality on social media (@Vitality\_SA) and (Discovery\_SA).

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