

Press Release

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For Immediate Release

Longevity Group Australia is the next step in the evolution of the Transport Friendly Society.

On Thursday 16 of March the Transport Friendly Society took the next step in its evolution and changed its trading name to Longevity Group Australia, possibly becoming the first 128 year old start up in Australia.

“In many ways, we might be considered a start up in the property sector, but we’ve actually been around since 1888.” Chairman of the group Martyn Pickersgill gives some history.

“We were first known as the Melbourne Tramway Employees Mutual Benefits Society. We looked after the needs of tramways workers and their families by providing sickness and funeral benefits. As the organisation grew and the needs of the members changed, we began offering broader services to the entire transport sector and eventually became Transport Friendly Society or TFSL.”

In 2014 TFSL demutualised and was no longer a not for profit organisation. We divested our health insurance, dental and aged care business and retained ownership of a retirement village and serviced apartments on the Mornington Peninsula.

The Company vision is to build on its strengths and develop innovative solutions.

“Today, under the banner of Longevity Group Australia, we’ve developed an innovative way to continue doing what we’ve always done: improving the quality of people’s lives.” says Derek Cafferty – Managing Director.

“With our experience, we discovered a gap in the thinking and approach to next stage living for empty nesters. This presented a significant market opportunity for a unique property solution that satisfied both lifestyle aspirations and financial security needs.” stated Mr Cafferty.

“We talked to a lot of people that were in this sector before developing this strategy. In planning the Company’s future, we have undertaken considerable research” he says.

Longevity Group Australia is now a company which designs, builds and delivers innovative homes for empty nesters. Working with a carefully selected team, Longevity proudly builds townhouses and apartments that are designed to the “Liveable Housing Guidelines.” Longevity creates beautiful spaces, then researches and acquires suitable sites that bring their product directly to their customers’ doorstep.

Longevity doesn’t find the land and squeeze in the development. Longevity has already designed the apartments and townhouses and then they acquire the land, in well-established areas, that will suit the projects.

“We keep people in their communities, living in purpose built homes for longer than ever believed possible.” says Mr. Cafferty. “It’s a new way of thinking about next stage living.”

For more information around Longevity Group Australia and its projects please go to longevityga.com.au or email info@longevity.com.au