



AFL Masters Vic Country

Media Release

Friday 20 February 2026

AFL Legend Kevin Sheedy joins VicCountry AFL Masters as a Super for Health Ambassador in inaugural Tassie clash in Heath-Lovett Cup on 28 February 2026 in Penguin Victoria

Preparations are well underway for the inaugural Heath-Lovett Cup between representatives from AFL Masters Tasmania and AFL Masters Vic Country men's and women's teams from over 35s to over 50s on Saturday 28 February 2026.

VicCountry AFL Masters are pleased to announce that AFL Legend Kevin Sheedy will be joining the touring party as a newly appointed "Super for Health" Ambassador focusing on the benefits that AFL Masters football can offer to support mental health of men and women of all ages.

The inaugural trophy has been kindly donated by the Burnie Trophy Centre and is being named in honour of two living legends of AFL Masters football, Leigh Heath from Tasmania and Tony Lovett from AFL Masters Vic Country.

The "friendly" games are an opportunity to showcase Masters football at its highest level to quash the myth that competitive AFL football has to stop as players hit their mid 30's.

AFL Masters Vic Country Vice President David O'Brien said *"I'm proud to support the Heath-Lovett Cup and the spirit behind it. Initiatives like this play an important role in strengthening relationships across our federation, fostering social connection for regional Victorians, and bringing members together with a shared purpose.*

Most importantly, they create more meaningful opportunities for Masters-aged footballers to represent their states, stay connected to the game, and continue contributing to the strong sense of community that underpins Masters football."

Tasmanian AFL Masters president, Andrew "Caveman" Scott reiterated the sentiment of AFL Masters SA counterpart Tim Heath, saying "Masters footy was the team you never knew you needed."

Although the games will be played with full contact rules they will also be played in the Masters spirit which focusses on footy for fun, minimising injuries and conflict and trying to ensure that everyone can turn up for work on Monday.

There will be at least 5 games played on the day being an over 35s reserves, over 45s, over 50s and then the two main games, an over 35s AFLW and over 35s "Heath-Lovett Cup" game. Post match entertainment will take place at the Bridge Hotel, Forth (The Forth Pub).

The event also has the support of AFL headquarters looking to foster support for the 19th AFL team the Tasmanian Devils and in its push to keep growing community football at all levels. It hopes to boost participation from cradle to grave and harness the growing support for Masters as a way to keep families involved in community football across all age groups.



Tasmania Football Club CEO Brendon Gale welcomed the Heath-Lovett Cup. "Football is a game that can be played at all stages of life, the Heath-Lovett cup is shaping up to be a competitive game that will not only be played at a high standard, but importantly be played in the spirit of Masters footy."

"The Devils are proud to see growth in football participation in Tasmania at all levels since the launch of the Club in March 2024, pleasingly this growth is not only at the junior levels, but also for our more mature football players. Initiatives like the Heath-Lovett Cup not only celebrate footy and mateship, but also community, we are looking forward to a great game, celebration and hopefully a win for Tassie."

Vic Country jumper sponsor AADB Concrete representative Daniel Bausch has kindly supported special jumpers being made for the occasion. He is grateful to the role Masters has played in his life and considers Masters football to be, like concrete, the foundation for a fulfilled and active life of footy into your 40s, 50s and 60s.

Mr Bausch said *"if you get in whilst your body is actually relatively young at 35, the foundation is set and your body will be hard and strong for many years whilst others are still complaining about injuries they did in their twenties. The growth of non-contact masters football also allows those with concussion or other long term injuries to stay fit and involved in footy with minimal risk or contact injuries."* The AFL Masters Tasmanian teams will kindly be sponsored by Savu Saunas, Forth Pub, Burnie Trophy Centre, KD Electrical, Clark Windows and Group Travel Australia.

VicCountry are also proud to welcome additional sponsors including Super for Health which specialises in providing trusted, ethical solutions for early superannuation access. Super for Health CEO Rob Harwood added *"We are pleased that our board member and VicCountry player Luke Vassallo has been able to bring AFL Legend Kevin Sheedy on board with the VicCountry AFL Masters and we are proud to support the tour with a particular focus on the mental health and wellbeing of middle aged footballers."*

Additional VicCountry Masters sponsors include Gisborne Tyrepower, Wendouree Car Service Centre, Green Pipes Plumbing, Sports Gear Australia, Meredith Cheese and Jim's Pool Care.

The matches will feature a number of players from the current Australian over 40s and 50s teams including Captain Adam Hunter, 45s Coach Scott Carter and will be broadcast live on DuffTV <https://www.dufftv.com.au/>. It is the combination of skill, humour and old school footy values that make Masters football such an entertaining spectacle for the whole family. Entry will be free with a Gold Coin donation to the Due South Veterans Centre in support of veterans and mental health with a range of smaller sponsors offering prizes for a raffle.

Team lists are almost full but there is still room for a few more players in each side so anyone interested please contact David O'Brien on 0408 202 805 or Vicepresident@viccountrymasters.com or Dwayne Aherne for Tasmanian AFL Masters players on 0400 627 765 renaedipper@hotmail.com

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