

MEDIA RELEASE

28 July 2016

BEECHWORTH SWEET CO WILL CHANGE TV AD

The owner of the Beechworth Sweet Co, Sally McGregor has today said she will change her television ad after it was deemed to include a racist symbol, the golliwog, by the Advertising Standards Bureau last week.

Ms McGregor said the golliwog had been part of the Beechworth Sweet Co's logo for many years and she purchased the business in 2014.

"I apologise to those for whom the ad caused offence. It was never my intention," Ms McGregor said.

"I have been overwhelmed at the emotion this ruling has released, on both sides of the discussion. I can see it from both groups' point of view – there are people who clearly love their golliwogs and are upset about being considered a racist. And there are also people who see the golliwog as a racist symbol and offensive. I believe people are entitled to their opinion and I will comply with the Bureau's ruling," she said.

Ms McGregor acknowledged the support she had received via email, phone calls and through Facebook messages.

"We have appreciated everyone's support and for me and my team it is important to run a successful business that staff, and hopefully the town, can be proud of. I enjoy being able to offer employment, especially to the young people of the town, and that is what I wish to be able to continue to do.

"The decision has been made by the Advertising Standards Bureau. If I wish to continue advertising on TV my advertisement must change, and that is a process I am working through at the moment."

ENDS

Photo/vision opportunities:

Sally McGregor is available for interview at the Beechworth Sweet Co on Friday 29 July at 10.30am.

Contact: Sally McGregor at the shop on 5728 2060