A MAGIC MOMENT: AUSTRALIAN MADE SHOP EXCEEDS EXCPECTATIONS

The future looks bright for the Australian Made Shop with the opening of a second outlet at Perth International Airport—landside.

The flagship store at Sydney Airport beat operator The Purely Group's expectations by trading 15 per cent above budget in its first six months of trading.

Operations manager Pauline Simpson says more shops are to be opened as well.

``We've created a magic moment at the airport because people can take something home that's authentically Australian,'' Ms Simpson says.

The retail outlet only stocks products which carry the famous green and gold AMAG logo.

Ms Simpsons says both international visitors travelling home and Australians heading overseas are welcoming the opportunity to purchase giftware, leather goods, apparel and travel accessories that have been made or grown in Australia.

The decision to brand the store was ``a whole new thing'' for the group, which has enjoyed success over the last 30 years with its Purely Australian and Purely Merino retail outlets.

``We wanted to go that next step further and put (the logo) at the front of the store,'' Ms Simpson says.

Shoppers are also greeted by staff members in uniform – bearing the stylised kangaroo – and presented a hand-out, reinforcing the authenticity of products in-store.

``We've got the point of difference. We're the only store in the airport that sells 100 per cent Australian made,'' she says.

The store was officially opened last September by Australian Federal Treasurer, Wayne Swan MP, and is located at T1 International Terminal, Sydney Airport.

To find out more about the store and its range of products phone (02) 9669 6124

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.