

# Reading between the lines pays off 40 years later

The great-great-nephew of the founder of one of Australia's most iconic retail brands – Dymocks – has been given the 2023 Franchise Council of Australia Hall of Fame award.

Chairman of Dymocks Group, John Forsyth AM, is the grandnephew of the original William Dymock who founded the bookstore in Sydney in 1879.

The Hall of Fame award was presented to John Forsyth at the 2023 National Franchising Convention Gala Dinner and recognises an outstanding contribution to franchising and small business in Australia.

In the 1980's, John saw an opportunity to franchise the Dymocks brand and travelled to the United States, Canada, England, China, Japan, and Europe to find the best ideas and the best bookstores to develop a model to fit his vision of the ideal bookstore.

On his return, he radically changed the format of the store and, in 1986 introduced the Dymocks Franchise System, allowing individual small business owners to benefit from the century old Dymocks' bookselling tradition.

As a franchisor, Dymocks offer a deep understanding of the industry backed by years of experience and with all the support measures available to Franchise Owners on their business journey.

Thanks to John Forsyth's vision in the 1980's there's the opportunity today for people who dream of opening their own bookstore to join the Dymocks franchise community and share the franchise's continuing success.

The National Franchise Convention is the largest and most comprehensive professional development event on the FCA's annual calendar and approximately 500 decision makers from major franchise brands across sectors attended NFC23 on 15-16 May at the Star Gold Coast.