

# How Small Businesses Can Use IVD Australia to Boost Business

## Gain Political Clout & Expertise

IVD Australia brings competitors together, turning one small voice into a persuasive, collective shout. This can be particularly helpful when independent businesses need to mobilise quickly, such as when facing proposed political initiatives that threaten the industry.

## Tap into Knowledge

Odds are that someone, somewhere, in the IVD industry has already discovered the solution to a vexing problem in your particular niche. Workshops, networking, and newsletters create opportunities to share those best practices and fresh ideas. Additionally, by networking, small-business owners may spot emerging trends, which could impact their bottom lines.

## Make Personal Connections

By participating in a IVD Australia's events, small businesses can gain access to potential new customers in their area. IVD Australia's events are often held in conjunction with your customers.

## Enhance Your Reputation

IVD Australia sorts out 'bad apples' through self-regulation, which bolsters the reputations of all their members. Professional organisations often award credentials and certifications, too, which can help to build consumer confidence in your products or services.

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AUSTRALIA

