



# Wright touch for win

By Lisa Pahl

Inventing new products is one of the things Woodside Cheese Wrights' Kris Lloyd loves most about her job.

But she admits the path to innovation is not always paved with resounding successes – and sometimes her new ideas turn out to be spectacular flops.

However, the Woodside business owner believes those occasional failures are just as valuable as the success stories.

"There are always little disasters when you are inventing," she said.

"... It's good sometimes for things not to work out right because you learn from that.

"You learn more from the stuff that doesn't go right than you do from the stuff that does go right."

Ms Lloyd's enthusiasm for product and business development was recognised earlier this month when she won the Telstra Business Women's Award for Business Innovation.

Since she took over Woodside Cheese Wrights more than a decade ago, Ms Lloyd has expanded the company's range of seasonal cheeses to 24 varieties, many of which are multiple award winners.

## Risky

It has come through an ongoing process of trial and error.

"It's great to have the recognition for something that I guess is a bit of a risk because, at times, innovation can be a bit risky," she said.

"But I feel it's something that is going to hold us in good stead.

"We are presenting new and fresh

ideas to our customers all the time ... I think we are now renowned for our innovative approach to cheesemaking."

The key to innovation in business was a healthy dose of caution and planning, along with enthusiasm, Ms Lloyd said.

"You just need to be careful when you are thinking about doing something innovative and to do it in a conservative manner," she said.

"I always do small batches of new cheeses to start with.

"But you have also got to approach it in a confident manner.

"I don't do these sorts of things on my own, I involve all my girls (cheesemakers)... being a bit innovative creates a really fantastic atmosphere

in the factory." Ms Lloyd has applied her skills to innovation in cheese marketing. She helped create the annual CheeseFest, which was held in Adelaide earlier this month and brings together cheese producers from around the State.

Ms Lloyd has also worked to expand professional education and training programs through Cheese SA, the industry body she established in 2004.



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