


Our Team

The Reward Practice Pty Ltd is an independent remuneration consultancy based in Western Australia specialising in the design and implementation of Board, Executive and employee remuneration and reward solutions.

Combining over 3 decades of industry experience, our consultants have practiced in both corporate and consulting environments, enabling us to deliver you relevant, practical advice.

We share a genuine passion for working closely with our clients to develop reward strategies that support their current and future goals.

Our holistic approach to the 'what, why and how' reward is provided in organisations ensures the development of solutions led by business need whilst informed by market practices and stakeholder views.

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The Reward Practice™
Performance. Remuneration. Incentives



Warren Land | Director

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Working with organisations both in Australia and abroad for over twenty years, Warren has extensive experience both as a consultant and in leading the Performance & Reward function of global and publicly listed companies.

Prior to founding The Reward Practice, Warren established and led the W.A. Performance and Reward practice for Ernst & Young (EY), Australia's largest Performance and Reward consulting house with clients including Boards and executives of many of W.A.'s preeminent public and private companies.

His experience includes design and implementation of executive and broad-based reward strategy, incentive plans and performance management frameworks. Warren's representative engagements have also included a number of keynote presentations at regular events and forums for both Board and Management on a variety of remuneration topics.



Lyn Lin | Senior Consultant

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Lyn has been working within the remuneration and reward profession for ten years across Australia and New Zealand (NZ). Her experience includes various in-house roles including remuneration and analytics lead, and Senior Consultant in the Reward team at Ernst & Young (EY) New Zealand. Lyn specialises in broad-based remuneration and strategy design, performance framework design and review / design of incentive plans.



Bryan Cooke | Principal

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A chartered accountant with over twenty-five years' experience, Bryan has consulted with companies across a number of sectors in taxation, remuneration and reward.

Bryan specialises in the design and implementation of customised employee incentive structures which provide alignment between performance and reward. In his previous role as Director of Ernst & Young (EY), a market leading Performance and Reward consulting practice, Bryan worked with a cross section of Boards and management teams in private and public companies.

Bryan has been a keynote speaker on the taxation and effectiveness of remuneration structures for various regulatory and industry bodies over the last decade.



Kelvin Ramdhun | Graduate

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Having graduated with a Bachelor of Commerce majoring in Finance and Marketing at The University of Western Australia, Kelvin joined TRP as a casual data analyst. After supporting the team with the database analysis, he developed a strong interest in remuneration consulting and joined TRP as their first graduate.