WICK FINANCIAL

MEDIA BRIEF

18.08.2026 | Melbourne, Australia

Award-winning Sri Lankan-born Adviser Redefining Wealth Management in Australia

What happens when a Sri Lankan migrant challenges one of Australia's most traditional professions and wins the industry's highest recognition?

Melbourne-based financial advice practice Wick Financial has been recognised with two major honours at the 2026 Australian Wealth Management Awards, held at Shangri-La Sydney on 13 August 2026. The business received **Innovator of the Year - Financial Advice** before being named **Wealth Management Business of the Year**.

While industry awards are not uncommon, the story behind Wick Financial is markedly different.

> "When I started Wick Financial, I wasn't trying to build another conventional financial planning practice. I wanted to make a meaningful difference to clients' lives. The question I kept coming back to was whether financial advice could do more than solve individual financial problems or recommend products."
>
> *Sheshan Wickramage | Founder & Principal Adviser*
> *Wick Financial*

Sheshan Wickramage with both awards at the 2026 Australian Wealth Management Awards

The Australian Wealth Management Awards recognise excellence across the broader wealth management industry, extending well beyond financial advice. The awards celebrate organisations and professionals operating across financial advice, funds management, superannuation, insurance, technology, dealer groups and digital wealth solutions, all of which play an important role in helping Australians build, manage and protect their financial futures.

To have Wick Financial recognised among such a diverse and highly regarded group of businesses, is both a significant honour and a humbling achievement. The recognition reflects our commitment to delivering innovative, client-focused advice and creating meaningful long-term outcomes for the individuals and families we serve.

AWARD DETAILS

2026 Australian Wealth Management Awards
13 August 2026 | Shangri-La Sydney
Wealth Management Business of the Year Winner
Innovator of the Year - Financial Advice Winner

ABOUT SHESHAN WICKRAMAGE

Born in Sri Lanka and now based in Melbourne, Sheshan Wickramage founded Wick Financial with a clear vision: to help people use wealth as a tool for greater freedom, flexibility and opportunity. Rather than focusing purely on investments or financial products, he believes financial advice should help clients achieve the lifestyle, security and future they aspire to.

This belief led to the creation of the Wick Private Wealth Program, a structured approach that guides individuals and families through every stage of their wealth journey. Developed through years of research, client experience and refinement, the framework helps clients build, protect and grow wealth, achieve financial independence and create opportunities that can be passed on to future generations.

WHAT MAKES THIS APPROACH INNOVATIVE

Wick Financial's innovation is not about offering another financial product or embracing technology simply because it is available. It is about redefining the way financial advice supports people throughout their lives. The Wick Private Wealth Program was created as a structured journey that grows with clients over time, helping them understand where they are today, where they want to be, the opportunities they can leverage, the risks they need to navigate, and how each part of their financial life can work together to achieve lasting outcomes. At the centre of the program is a simple philosophy: true wealth is measured by the freedom and flexibility it creates. As wealth grows, so too does the scope of advice, expanding to include protection, strategic structures, family leadership, and the successful transfer of wealth, values, and opportunities to future generations.

ABOUT WICK FINANCIAL

Wick Financial is a Melbourne-based financial advice practice guiding a select group of individuals and families through a structured wealth journey. Rather than treating financial advice as a series of isolated transactions, the firm takes a strategy-led approach that considers cash flow, risk, investments, tax, structures and family circumstances together. Its work spans building strong financial foundations, wealth accumulation, financial independence and longer-term generational wealth planning. Wick Financial is a Corporate Authorised Representative of Lifespan Financial Planning Pty Ltd, AFSL 229892.

MEDIA AND INTERVIEW ENQUIRIES

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