



**Sender ID register
for your business SMS**

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The way businesses and organisations send branded text messages is changing. If your business uses SMS to communicate with customers, there are new national regulations coming that you need to know about.

The Australian Communications and Media Authority (ACMA) is introducing a new SMS Sender ID Register to help stop scammers from impersonating businesses.

The new rules mean that organisations who use branded identifiers in their SMS messages (such as "myGov" or AusPost") will need to register these identifiers with their

respective telco providers. The new sender ID register is to help stop scammers from impersonating businesses of well-known brands and is designed to protect your customers.

The rules will also directly affect how telcos and electronic message service providers (EMSPs) operate. These providers will require every business and organisation seeking to use a sender ID to register it and prove they have a valid reason for its use.

Why is this happening?

Australians lost more than \$13.8 million to text message scams in the first 9 months of 2025. Many text scams pretend to be from trusted businesses or organisations. They use a business's sender ID, so the message appears to be legitimate. The SMS Sender ID Register aims to protect customers from scams like this.

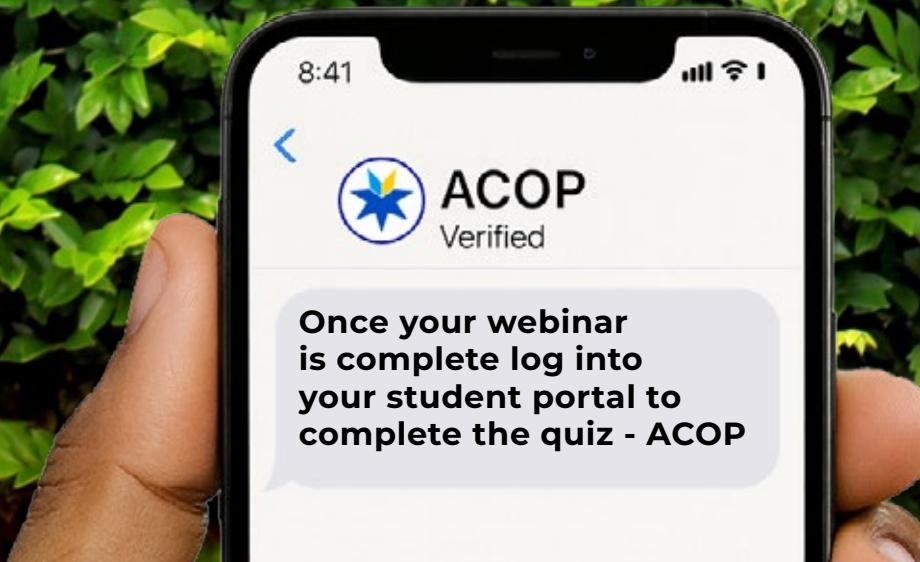
Who is affected by the new rules?

The new Australian SMS rules, affect all businesses, government agencies, and organisations (banks, retailers, utilities, health, non-profits) using branded text messages (sender IDs) to contact Australian consumers. This includes SMS/MMS for promos, alerts, or reminders.

What are the new rules and key dates?

- From 15 October 2025, telcos and electronic service providers will need to apply to the Australian Communications and Media Authority if they want to participate in the SMS sender ID Register and be able to continue to carry messages with sender ID's
- Between 30 November 2025 and 30 June 2026 businesses and organisations will need to register sender IDs via their participating telco or electronic message service provider
- From 1 July 2026 onward only participating telcos will be able to send SMS and MMS with sender IDs, and unregistered sender IDs will be replaced with the word "Unverified", flagging them as potential scams; this is alongside existing rules requiring explicit consent, clear branding, and easy, low cost opt-outs for all commercial texts

The rules also require participating providers to inform their business customers about registration requirements and educate consumers about what to expect when the register goes live.



What are the next Action Steps for businesses?

Businesses must act now to prepare for these changes and register their sender IDs through their telco or message provider. The action steps are as follows:

1. Audit Your Sender IDs: Identify all the alphanumeric sender IDs your organisation currently uses for communication (e.g., 'MyBank', 'AusPost'). Consolidate them and ensure they are between 2 and 11 characters long, contain at least one non-numeric character, and do not use generic or restricted words.
2. Update Business Details: Ensure your organisation's details on the Australian Business Register (ABR) are current, as this information is used to verify your identity and legal right to use the sender ID
3. Contact Your Provider: Get in touch with your telco or message service provider immediately to understand their specific registration requirements and initiate the process. They are responsible for submitting your sender IDs to the ACMA register
4. Verify and Confirm: After your provider applies on your behalf, you will receive an email from the ACMA asking you to confirm the application via the ACMA Assist online portal using your myGovID. The application is not processed until you confirm it

5. Educate Customers and Staff: Inform your customers about the changes so they know what to expect from verified messages, and train your internal teams on the new procedures for using approved sender IDs and handling opt-out requests

6. Ensure General Compliance: Continue to adhere to existing rules under the Spam Act 2003, including obtaining clear consent before sending marketing messages, clearly identifying your business in every message, and providing a simple, low-cost opt-out mechanism (e.g., "Reply STOP to opt out").

Act now and start the registration process with your telco immediately, aiming to register by May 2026. Failure to register, means the risk of losing brand visibility, reduced customer trust and message deliverability.

For further information and to register your business for the new SMS ID, please visit

<https://www.acma.gov.au/register-sender-id-if-you-have-abn>

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