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Draft SMS Sender ID Register (Application, Access and Administration) Determination 2025

Consultation paper

AUGUST 2025

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Contents

Introduction 1

SMS sender ID register 3

Applications for approval to participate in the register and register sender IDs 5

Participating entities 5

Original proposal 5

Summary of submissions 6

Revised proposal 6

Valid use case 9

Original proposal 9

Summary of submissions 9

Revised proposal 9

Revocation of sender IDs 11

Types of sender IDs that can be registered 12

Original proposal 12

Summary of submissions 12

Revised proposal 13

Access to and administration of the register 14

Implementation 16

Original proposal 16

Revised proposal 16

Invitation to comment 17

Appendix 1: Overview of entity application process 18

Appendix 2: Permitted sender ID characters 23

Introduction

Telecommunications scams continue to target Australians on an industrial scale, with increasing sophistication and significant impacts. The impact of falling for a scam can be devastating and life changing for scam victims. In addition to financial losses, scams can lead to reduced consumer trust and confidence, and can have negative reputational and other non-financial impacts for businesses.

Short Message Service (SMS) and Multi-Media Service (MMS) are key communication channels used by scammers to reach Australians. In 2024, 77,365 SMS scams were reported to Scamwatch, with reported losses of over $14 million (AUD).[1] SMS scams accounted for 31% of all reported scams across all communication channels. The Australian Taxation Office reports that SMS is one of the primary channels used by scammers when targeting the community, accounting for 7.8% of impersonation scams reported from July 2024 to June 2025.[2]

The ACMA will establish and maintain the SMS sender ID register (register). The register will protect consumers, and legitimate entities that send SMS/MMS messages to consumers, by disrupting scam messages that use alphanumeric sender IDs (sender IDs).

Rules and requirements about the register are set out, or proposed to be set out, in:

- The *Telecommunications Act 1997*, which came into effect on 6 March 2025 and sets out the broad framework for the register. The Act gives the ACMA powers to establish and maintain the register.
- The Telecommunications (SMS Sender ID Register) Industry Standard 2025 (currently in draft form), which will set out the obligations that relevant telecommunication providers (telcos) must comply with, relating to the operation and administration of the register.
- The SMS Sender ID Register (Application, Access and Administration) Determination 2025 (currently in draft form), which includes requirements for entities who would like to participate in the register.

This is our third public consultation about the register.

In March/April 2025, we consulted on the proposed operation of the register and a draft of the standard: Proposed rules and operation of SMS sender ID register.

In July/August 2025, we consulted on changes to the draft standard to address key concerns raised in the March/April consultation: Proposed changes to the SMS sender ID register.

We are now consulting on a draft of the determination, which predominantly sets out the requirements that entities must meet if they want to register sender IDs, including:

- applying to participate in the register and registering sender IDs
- the types of sender IDs that can be registered
- access to and administration of the register.

[1] Australian Competition and Consumer Commission, 'Scam Statistics', Scamwatch (2024) https://www.scamwatch.gov.au/research-and-resources/scam-statistics.
[2] Australian Taxation Office, Scam Channel Data, https://www.ato.gov.au/online-services/scams-cyber-safety-and-identity-protection/scam-data.

The draft determination also sets out the application process for telcos that want to obtain certification to deal with entities seeking to use sender IDs that don't have an Australian Business Number (ABN).

The draft determination has been informed by bi-lateral engagement with providers and submissions to the March/April 2025 consultation, which detailed our proposed approach to the application process. This paper provides an overview of the key issues in the draft determination. Each section of the paper includes:

- an overview of the proposal in the March/April 2025 consultation paper, where relevant
- a high-level summary of the submissions received (noting we will not publish these submissions due to concerns about how the information may be used by bad actors)
- our revised proposal (including a reference to the relevant section in the draft determination).

Please see the draft determination (available under 'Key documents' from this consultation's webpage) for definitions of terms used in this paper.

It is important to note that the draft determination:

- Is not a user guide for the register. We will separately develop and distribute user guides for entities and telcos.
- Does not provide information about how the ACMA may exercise its powers – for example, when and how we may revoke entities or sender IDs from the register. We will provide further information on this issue in due course.

We welcome feedback on the matters set out in this consultation paper and on the draft determination.

SMS sender ID register

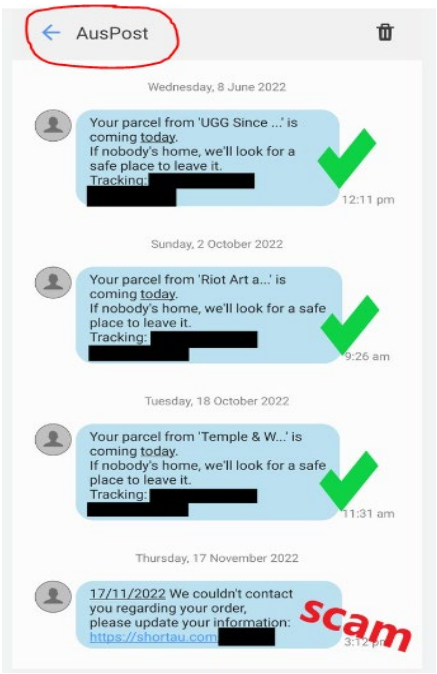
The register will protect consumers and, by extension entities that send SMS/MMS messages to consumers, by disrupting scam messages that use sender IDs.

Sender IDs are message headers that businesses, not-for-profits and government agencies (entities) use so that message recipients can immediately identify the sender of a message, for example, myGov, ATO, CBA, AusPost.

All messages from the same sender ID are filtered into one message thread on recipients' mobile devices, further cementing the association between the message and the sender.

A common technique used by scammers is to send messages using the sender IDs of well-known entities, to trick people into believing they are dealing with that entity. Message recipients are prompted to click on a link or call a number included in the body of the scam message. Scammers attempt to create a sense of urgency in the message, for example, by claiming a bill or toll is overdue, a delivery needs to be redirected, or reward points are about to expire. When people respond to these prompts, their money or personal information may subsequently be stolen.

Figure 1: Message thread for the sender ID 'AusPost' showing scam SMS in the same message thread as legitimate SMS from Australia Post



The register will commence no later than 15 December 2025 and will prevent scammers from impersonating sender IDs by:

- requiring registration of all sender IDs that are used to send SMS/MMS messages to Australian mobiles
- only allowing legitimate entities and their authorised contacts to register and use sender IDs
- disrupting messages with unregistered sender IDs (in most cases by replacing the unregistered sender IDs with a term such as 'Unverified').

This means that all unregistered sender IDs will be replaced with a term such as ‘Unverified’ for SMS/MMS messages sent after 15 December 2025. All these messages will appear in a single message thread on a recipient’s device. The exact word to be used for these messages is yet to be settled, and the ACMA may, subject to consultation feedback in relation to the draft standard, decide that a transition period should apply before moving to a stronger phrase such as ‘Likely SCAM’. These matters were discussed in the ACMA’s separate consultation on the draft industry standard.

The register is part of a suite of Australian Government initiatives to combat scams and protect Australians from financial harm, including the standing up of the National Anti-Scam Centre and introduction of the Scams Prevention Framework (SPF).[3]

[3] The Treasury, *Scams Prevention Framework – Protecting Australians from scams*, Australian Government, 2025.

Applications for approval to participate in the register and register sender IDs

Participating entities

Only the following types of entities may apply to participate in the register, and register sender IDs: [4]

(a) an individual

(b) a body corporate

(c) a corporation sole

(d) a body politic

(e) a government entity (within the meaning of the *A New Tax System (Australian Business Number) Act 1999*)

(f) a partnership

(g) any other unincorporated association or body of persons

(h) a trust

(i) a superannuation fund (within the meaning of the *Superannuation Industry (Supervision) Act 1993*).

An application to participate in the register and register sender IDs must comply with any requirements determined by the ACMA.[5] Our proposed application requirements are set out in the draft determination at Attachment A.

Original proposal

In our March/April 2025 consultation, we proposed that:

- Entities can apply to register via a telco, or directly through the ACMA Assist online portal.
- Only entities registered on the Australian Business Register (ABR) (entities with an Australian Business Number (ABN)) can participate in the register and register sender IDs. The entity would be cross-referenced against the ABR to verify it is legitimate.
- Entity representatives would be required to pass an ID check (which requires Australian ID documents) before they can register.
- The person making the initial application would be cross-referenced against the ABR to verify they are an authorised contact for the entity. That person can then provide other representatives from the entity (who have Australian IDs) with access to the register.

The sum effect of these proposals was that only entities on the ABR would be able to participate in the register and register sender IDs, and only entity representatives with Australian IDs could access the register.

[4] Subsections 484F(1) and 484G(1), *Telecommunications Act 1997*.
[5] The Telecommunications Act includes requirements for applying to participate in the register (section 484F), and applying to register sender IDs (section 484G). Our proposed application process combines these processes.

Summary of submissions

Twenty-seven submitters commented on the participant application process.

Several submitters supported our proposed approach, but the following key concerns were raised about use of the ABR.

ABR integrity: Relying on the ABR to check if an entity is legitimate or if someone is an authorised representative for an entity carries significant risks. Registration does not necessarily mean the entity is legitimate, and as ABR data is dependent on business entities updating their details when they change, it is unable to guarantee the information on the ABN lookup website is accurate, up to date or complete.

Too restrictive: Only allowing entities who are on the ABR to participate in the register is overly restrictive. It prevents international and domestic entities without an ABN from participating in the register and registering sender IDs. Domestic entities without an ABN may include:

- schools and educational institutions
- small non-profit organisations
- religious institutions or trusts
- social clubs and council groups
- hobby groups or neighbourhood sports groups
- individuals hosting one-off events, content creators or digital personalities
- foreign embassies and consulates based in Australia
- government entities/agencies
- small sole traders.

The restriction issue is discussed in more detail in the July 2025 consultation paper: *Proposed changes to the SMS sender ID register*.

Concerns were also raised about requiring entity representatives to have Australian IDs, noting that Australian entities may employ staff located offshore.

Revised proposal

To address these concerns, we propose to amend the application process as follows.

Entities with an ABN

Entities with an ABN can apply to participate in the register and register sender IDs via any telco that has been approved by the ACMA to participate in the register,[6] or an international telco that has partnered with an approved telco − see subsections 6(2) and 6(3) and section 10 in the draft determination.

An overview of the proposed sender ID application process for entities with an ABN is at Appendix 1.

[6] The draft standard requires telcos involved in SMS/MMS messaging to apply to the ACMA for approval to participate in the register. The application form will be available on the ACMA website.

Entities without an ABN

Entities without an ABN (domestic or international) will be able to apply to participate in the register and register sender IDs via a 'certified telco' (a participating telco that has been certified by the ACMA to deal with entities without an ABN), or an international telco that has partnered with a certified telco − see subsections 6(5) and 6(6) and section 10 in the draft determination.

An overview of the proposed entity application process for entities without an ABN is at Appendix 1.

Participating telcos seeking certification must apply to the ACMA for approval.[7] Section 7 in the draft determination sets out the certification process, which requires participating telcos to demonstrate they have in place, and will use, robust processes to verify entities and their representatives.

A more detailed description of how the register will deal with entities with or without an ABN can be found in the 'International entities and use of the ABR' section of the July 2025 consultation paper: *Proposed changes to the SMS sender ID register*.

ABR integrity

The register will be available through ACMA Assist (which uses the ABR to verify entities) and it is not feasible to uncouple the register from ACMA Assist.

To address concerns about the ABR's data, we propose to take a risk-based approach to applications which meet criteria that may indicate the application is suspect and requires further review by the ACMA.

We do not propose to publish these criteria, as this information could be used by bad actors to circumvent our proposed measures, but flags could be based on:

- whether the sender ID has already been registered by another entity
- the type of entity
- how long the entity has been legally established.

We also propose to allow applicants to specify an expiration date for a sender ID at the time of registration, where it is known in advance that the sender ID will only be used for a specific period (for example, during election campaigns) − see subsection 10(f) in the draft determination. This will assist to prevent misuse of inactive sender IDs. If an expiration date is not specified, a default registration period of 12 months will likely apply.

Additional measures

We are also considering additional measures to identify suspect registrations and misuse of sender IDs, including:

- Using 'Relationship Authorisation Manager' (in addition to ABR) to check if someone is an authorised representative for an entity, to address concerns about entity representatives listed on the ABR being out of date.[8]

[7] The draft standard requires participating telcos that wish to become certified telcos to apply to the ACMA for approval. The application form will be available on the ACMA website.
[8] Relationship Authorisation Manager is an authorisation service that allows you to act on behalf of a business online when linked with your Digital ID.

- Alerting the respective entities where a sender ID is registered by more than one entity.

Please note: The proposed model for the register will permit more than one entity to use the same sender ID, if a valid use case is held.

Question 1

Does the requirement for an entity without an ABN to be on an accredited business register (as set out in Appendix 1) present any problems for participation by international government agencies?

Question 2

What criteria may indicate an application is suspect and therefore warrants further review by the ACMA?

Question 3

What other measures should the ACMA implement to identify suspect registrations and misuse of sender IDs?

Valid use case

Original proposal

The March/April 2025 consultation proposed that entities must demonstrate they have a valid use case for a sender ID before it is registered. The entity must do this by either:

- demonstrating that the sender ID is directly associated with the entity's name, for example, by matching the sender ID to the entity's registered name on the ABR
- submitting evidence proving that the sender ID is directly associated with one of the entity's brand names, for example, a letter or document that proves the brand name (and therefore the sender ID) is associated with that entity.

For example, we could register 'ACMA alert', but we could not register 'Telco alert' unless we can prove that 'Telco alert' is one of our brand names.

The draft standard places obligations on telcos to establish valid use cases before initiating registration of a sender ID.

Summary of submissions

Twenty-six submitters expressed views about requiring sender IDs to be directly associated with an entity's name or a brand name. Views were split, with 13 supporting the proposal, 11 opposing the proposal and 2 expressing qualified support/opposition. This issue is discussed in more detail in the July 2025 consultation paper: *Proposed changes to the SMS sender ID register*.

Revised proposal

In accordance with our revised approach in the July 2025 consultation paper and the accompanying draft standard, section 11 in the draft determination proposes that an entity may only request to register a sender ID if the entity has a valid use case for that sender ID. This means the entity must demonstrate the sender ID is connected to one or more of the entity's active:

- registered business name, as registered in the Business Names Register (Business names | ASIC)
- company name, as registered in the Australian Business Register (The ABR explained | ABR)
- registered trademark in the Register of Trade Marks (IP Australia | Trade Mark Search) or an equivalent international register
- registered domain name in WHOIS.

An international entity that does not have an ABN must demonstrate that the sender ID is connected to its name on an accredited business register, a trademark register or some other equivalent official register or record in the country in which the entity is based.

There is an exception where an Australian Government agency sends messages about emergencies, public health, safety or security − see subsection 11(3) in the draft determination.

Allowing entities to use sender IDs that match their business names, trademarks and domain names, in addition to their company name, significantly broadens the options available to entities, while still making sure that the sender ID is connected to the entity.

Question 4

Is the revised approach to establishing valid use cases fit for purpose for entities? Please explain your answer.

Revocation of sender IDs

Section 13 in the draft determination provides for an entity to revoke authorisation for a telco to send sender ID messages using the entity's registered sender IDs.

An entity will be able to do this by accessing the register through ACMA Assist (if they are an ABN entity) or by instructing an authorised telco to revoke the authority.

If an entity has authorised multiple telcos to send sender ID messages using the entity's registered sender IDs, they must revoke each of these authorisations to remove the sender ID from the register.

Revocation of the authority for telcos to send sender ID messages, or removal of a sender ID from the register, does not require ACMA approval.

For completeness, the *Telecommunications Act 1997* sets out the circumstances in which the ACMA may revoke approval of an entity or remove a sender ID from the register. The March/April consultation sought feedback on the circumstances where the ACMA should exercise these powers to inform our administration of the register. As noted at the beginning of this paper, the draft determination does not deal with how the ACMA may exercise its powers.

Types of sender IDs that can be registered

Original proposal

In our March/April 2025 consultation, we proposed that sender IDs can only be registered if they:

- are at least 3 and no more than 11 characters long
- with limited exceptions, include letters, or a combination of letters (A-Z), numbers (0–9) and symbols, but cannot consist only of numbers.
- start with a letter, with limited exceptions
- do not contain non-Latin characters
- do not contain any symbols except: + - _ &
- do not contain a space or underscore at the beginning or end.

The consultation paper also:

- proposed that sender IDs would be case-insensitive (for example, ‘ABC’ is treated the same as ‘abc’)
- noted we are considering whether to limit the number of sender IDs an entity can register, to help consumers identify the sender of a message
- proposed that the same sender ID could be used by multiple entities, so long as each entity could prove it had a valid use case.

Summary of submissions

Below is a summary of the main themes that were raised in submissions.

- Most submitters (16 of the 20 submitters who commented on this issue) supported additional symbols being permitted, to accommodate brands that already use symbols.
- There were various suggestions about which characters more broadly (and number of characters) should be prohibited/permitted, seeking to limit scam behaviour without unduly restricting the use of existing legitimate sender IDs.
- Most submitters (15 of the 22 submitters who commented on this issue) were opposed to case sensitivity, including because it would result in unecessary duplication, confusion, and administrative burden (as entities may have to register all the case permutations of their sender IDs).
- Most submitters (22 of the 25 submitters who commented on this issue) were opposed to limiting the number of sender IDs that could be registered, as it would impact organisations that have multiple brands.
- Most submitters (18 of the 26 submitters who commented on this issue) supported allowing the same sender ID to be used by multiple entities, noting that multiple entities may have a valid use case for the same sender ID, and the character limitations reduce the available options.

Revised proposal

To address this feedback, section 14 in the draft determination proposes that sender IDs must:

- only consist of the characters that correspond to decimal codes 32–126 from the American Standard Code for Information Interchange (ASCII) standard – see Appendix 2
- be at least 2 and no more than 11 characters long
- not consist only of numbers
- not contain a space or underscore at the beginning or end of the sender ID
- not contain the word 'Unverified' (or another term specified as a disruption term by the ACMA for unregistered sender IDs)
- not contain a word or words that are offensive, deceptive or misleading, using the commonly understood definitions of those terms.

We also propose that sender IDs:

- will be case insensitive (e.g. 'ABC' is considered the same as 'abc')
- can be registered/used by multiple entities, so long as each entity can prove it has a valid use case (see section above).

In response to submissions received to the March/April consultation, we are also contemplating whether to:

- Only allow single registration of certain sensitive/high-risk sender IDs, as there may be a higher risk of harm to message recipients if these sender IDs are misused; for example, ATO, Medicare.
- Prohibit the registration of specified generic sender IDs when used in isolation. For example, 'Alert' would be prohibited, but 'ACMA Alert' would be allowed. Generic sender IDs could be misused to give a false sense of urgency; for example, 'Important' or 'emergency', and recipients can not readily identify the sender.

Question 5

Are the revised sender ID registration criteria fit for purpose? Please explain your answer and provide examples of use cases that are impacted by the proposed criteria.

Question 6

Do you support prohibiting/limiting the use of specified sender IDs? If yes, which ones and why?

Access to and administration of the register

To protect the security and integrity of the register, access to the register will be limited.

We intend to publish on our website:

- registered sender IDs and the entities who have registered those sender IDs
- participating telcos (including international partners).

In accordance with subsection 484E(7) of the *Telecommunications Act 1997*, we may make certain information available to a Commonwealth entity if either:

- the disclosure is for the purposes of assisting the entity to perform its functions or duties
- the disclosure is for the purposes of assisting the entity to exercise its powers.

Only participating telcos and entities that have an ABN will have access to the ICT system for the register, to enable them to manage their participation, including access to the register, and to meet obligations under the standard and determination.

For example, section 15 in the draft determination provides terminating telcos access via application planning interfaces to the list of all registered sender IDs. This is to enable terminating telcos to comply with rules in the proposed draft standard that require them to check the registration status of sender IDs for all messages terminated on their respective networks, and over stamp any messages with unregistered sender IDs. The draft standard does not place any obligations on originating and transiting telcos that require them to have the same access, but they will be able to access the list of registered sender IDs via the ACMA's website.

Access to the ICT system for the register will be subject to accepting and complying with terms and conditions that will be published on our website − see section 16 in the draft determination.

The terms and conditions will include requirements about:

- who can access the register
- administrative actions required to make information on the register is accurate and up-to-date.

Specific examples we are considering include:

- Register participants (telcos and entities that have been approved to participate in the register under 484F) must keep their register records up to date, including:
  - names of authorised contacts and their contact email addresses
  - for entities, the telcos that are authorised to send sender ID messages
  - for telcos (as applicable), the list of international telcos for which they send sender ID messages (partners).
- At minimum, register participants must review their register records every 3 months and update as required (for example, by removing any authorised contacts that are no longer employed by the participant).

- Authorised contacts must not share their ACMA Assist log in details with anyone else.

Compliance with these conditions will facilitate register notifications reaching the right people, and minimise the possibility of bad actors/ disgruntled ex-employees accessing the register.

Question 7
What other terms and conditions should register users be required to comply with?

Question 8
Is 3 months the appropriate frequency for revising records? Provide reasons for your response and any alternative suggestions.

Implementation

Original proposal

In our March/April 2025 consultation, we set out the following implementation timeframe for the register consistent with the direction to the ACMA from the Minister for Communications:

- by 30 June 2025 – the ACMA makes the industry standard
- 28 July 2025 – telcos begin to apply for approval to onboard to the register
- 1 October 2025 – participating telcos begin to initiate entity registration
- 15 December 2025 – register protections commence.

Revised proposal

On 30 June 2025, the Minister for Communications amended the direction to the ACMA, so that we must make the industry standard by 30 September 2025. We accordingly proposed the following revised timeframes in our July/August consultation:

- by 30 September 2025 – the ACMA makes the industry standard
- 15 October 2025 – telcos begin to apply for approval to onboard to the register
- 30 November 2025 – participating telcos begin to initiate entity registration
- 15 December 2025 – register commencement.

As set out in section 2 in the draft determination, we propose the determination commences in stages, consistent with the proposed implementation of the standard:

- Requirements about the telco certification process and compliance with terms and conditions commence once the determination is made (expected by the end of October 2025).
- Requirements about registering with the ACMA commence on 15 December 2025.
- All other requirements commence on 30 November 2025.

Question 9

Noting entity registration via telcos will commence on 30 November, two weeks before the register commences in full on 15 December 2025, what are the barriers to achieving the new staged implementation timeframe and what will assist entities, telcos and consumers in this process? Please provide reasons for your answer.

Invitation to comment

Making a submission

We invite comments on the issues set out in this consultation paper.

Submissions in PDF, Microsoft Word or Rich Text Format are preferred and can be emailed to senderIDregister@acma.gov.au.

Submissions by post can be sent to:

Silvia Superina
Scam Reduction
Australian Communications and Media Authority
PO Box 13112, Law Courts, Melbourne VIC 8010

The closing date for submissions is COB, **8 September 2025**.

Please note: No extensions will be granted.

Consultation enquiries can be emailed to senderIDregister@acma.gov.au

Publication of submissions

We will not publish submissions but may share them with the Department and the Minister for Communications' Office. Confidential information will not be released unless required or authorised by law.

Privacy

View information about our policy on the publication of submissions, including collection of personal information during consultation and how we handle that information.

Information on the *Privacy Act 1988*, how to access or correct personal information, how to make a privacy complaint and how we will deal with any complaints, is available in our privacy policy.

Appendix 1: Overview of entity application process

The following information will be available on the ACMA website to enable entities to identify which telcos can register sender IDs and send sender ID messages:

- All participating originating telcos (PTs) and their international partners – can only be used by entities with an ABN.
- All certified telcos (CTs) and their international partners – can be used by international or domestic entities (with or without an ABN).

After an entity has registered a sender ID via a telco, the entity may authorise other telcos to send messages using that sender ID.

Entities with an ABN

Entities with an ABN can apply to register by contacting:

- a PT or international partner of a PT
- a CT or international partner of a CT
- the ACMA.

Application via a PT

If an application is made via a PT (including via an international partner of the PT) or directly to the ACMA, the ACMA (via the register) will check the:

- Australian ID of the person making the application
- person is an authorised representative of the entity
- entity's ABN.

If the application is made via a PT (or an international partner of the PT), the PT is responsible for confirming the entity has a valid use case for the sender ID. If the application is made to the ACMA directly, the ACMA will conduct this check. In both scenarios, the ACMA is responsible for approving the application.

Entities with an ABN who apply via a PT will have access to the ICT system for the register and will be able to manage their own register account.

Application via a CT

The main reason for a telco to become a CT is so it can register and send sender ID messages for entities *without* an ABN, but CTs can also register sender IDs for entities *with* an ABN. There are 2 options if an entity with an ABN applies to register via a CT:

- **CT applies as PT** – The telco initiates the registration, but the entity remains accountable for the registration. The application process is the same as the PT application process described above. In this scenario, the entity will be required to access the ICT system for the register to confirm registration and manage its own register account.
- **CT applies as CT** – The telco registers on the entity's behalf and is accountable for the registration (the same process as entities without an ABN - see section below). In this scenario, the entity does not access the ICT system for the register.

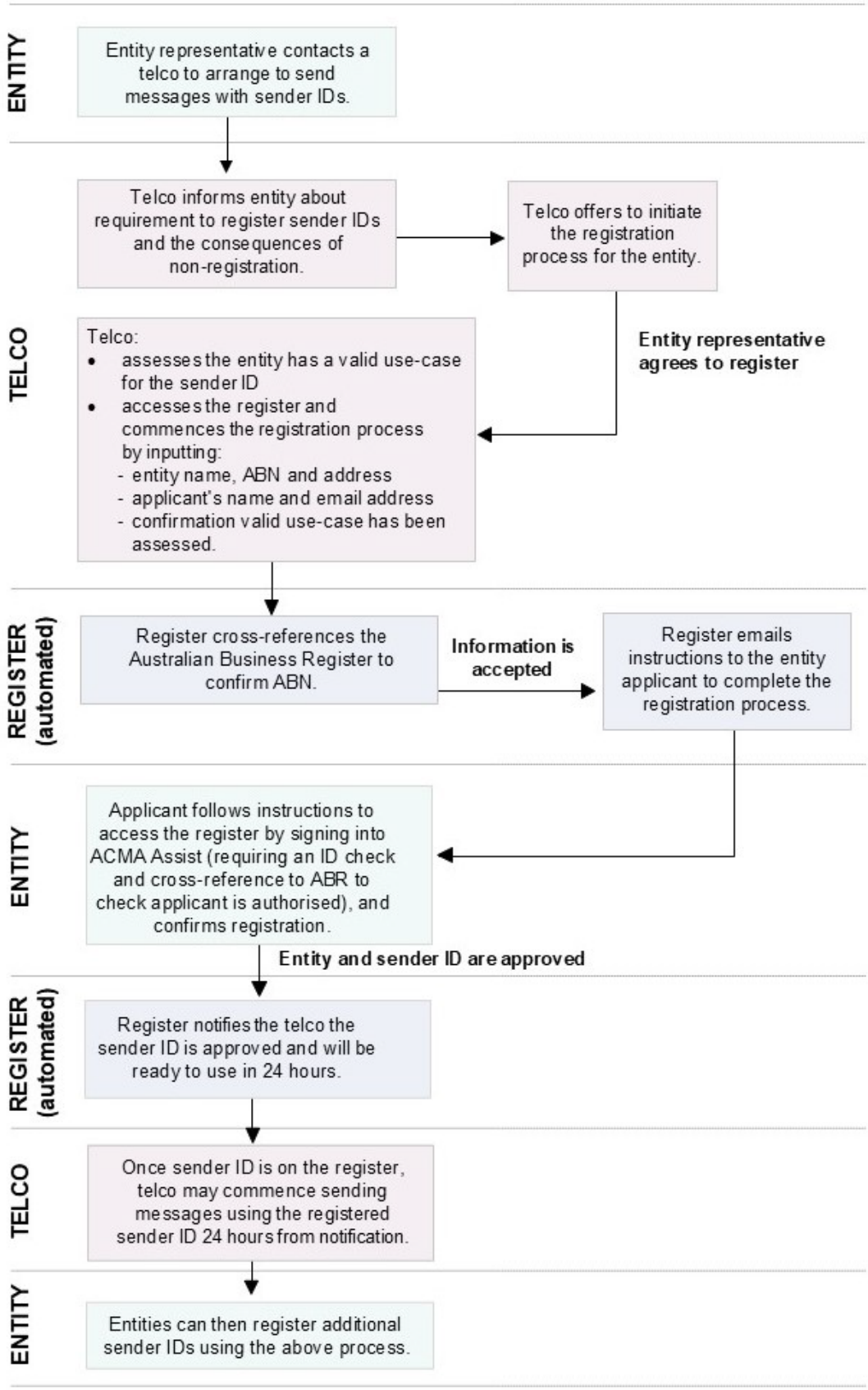
Entities with an ABN may prefer the CT registration option because they do not need to access the register (which requires ABR checks and Australian ID checks). This means:

- The entity's participation may not be reliant on its ABR records being up to date and including current/accessible contacts (depending on the mechanism/s a CT uses to verify an entity and its authorised representatives).
- Entity employees that do not have Australian IDs can represent the entity for the purposes of the register through a CT (for example, where an entity with an ABN has offices and staff offshore).

Whether the CT applies as a PT or CT for entities with an ABN is determined by:

- the entity's preference
- the CT's agreement to act as CT for that entity.

Figure 2: Example of an entity with an ABN applying to a participating originating telco



Entities without an ABN

Entities without an ABN can apply to register through:

- a CT or an international partner of a CT
- the ACMA.

Application via a CT or international partner

If an application is made via a CT (including via an international partner of the CT) the CT will check the:

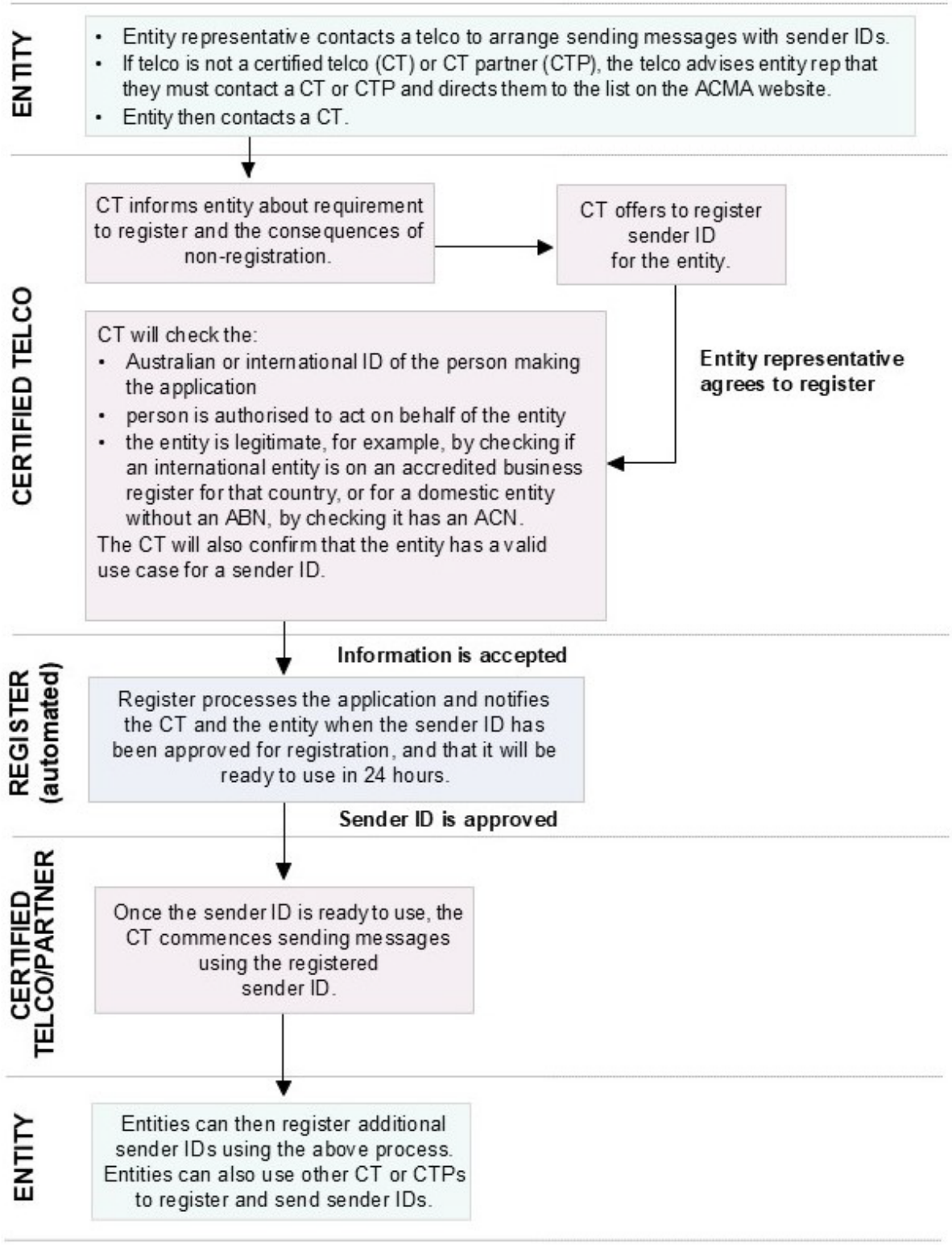
- Australian or international ID of the person making the application
- person is authorised to act on behalf of the entity
- the entity is legitimate, for example, by checking if an international entity is on an accredited business register for that country, or for a domestic entity without an ABN, by checking it has an ACN.

The CT will also confirm that the entity has a valid use case for the sender ID.

The application will then be submitted to the ACMA for approval.

Entities without an ABN will not have access to the ICT system for the register and will be reliant on certified telcos to manage their register account.

Figure 3: Example of an entity without an ABN applying to a certified telco



Please note: The figures above provide an overview of the application process for specific scenarios.

We note the process may differ slightly in other scenarios, for example where:

- *an international partner is involved*
- *an application is flagged by the ACMA for further review.*

Appendix 2: Permitted sender ID characters

Decimal code	Permitted symbol	Description	Decimal code	Permitted symbol	Description
32	‘ ‘	Space	80	P	Uppercase P
33	!	Exclamation mark	81	Q	Uppercase Q
34	"	Double quotes (or speech marks)	82	R	Uppercase R
35	#	Number sign	83	S	Uppercase S
36	$	Dollar	84	T	Uppercase T
37	%	Per cent sign	85	U	Uppercase U
38	&	Ampersand	86	V	Uppercase V
39	'	Single quote/apostrophe	87	W	Uppercase W
40	(	Open parenthesis (or open bracket)	88	X	Uppercase X
41	)	Close parenthesis (or close bracket)	89	Y	Uppercase Y
42	*	Asterisk	90	Z	Uppercase Z
43	+	Plus	91	[	Opening bracket
44	,	Comma	92	\	Backslash
45	-	Hyphen-minus	93	]	Closing bracket
46	.	Period, dot or full stop	94	^	Caret - circumflex
47	/	Slash or divide	95	_	Underscore
48	0	Zero	96	`	Grave accent
49	1	One	97	a	Lowercase a
50	2	Two	98	b	Lowercase b
51	3	Three	99	c	Lowercase c
52	4	Four	100	d	Lowercase d
53	5	Five	101	e	Lowercase e
54	6	Six	102	f	Lowercase f
55	7	Seven	103	g	Lowercase g
56	8	Eight	104	h	Lowercase h
57	9	Nine	105	i	Lowercase i
58	:	Colon	106	j	Lowercase j
59	;	Semicolon	107	k	Lowercase k
60	<	Less than (or open angled bracket)	108	l	Lowercase l
61	=	Equals	109	m	Lowercase m
62	>	Greater than (or close angled bracket)	110	n	Lowercase n
63	?	Question mark	111	o	Lowercase o
64	@	At sign	112	p	Lowercase p
65	A	Uppercase A	113	q	Lowercase q
66	B	Uppercase B	114	r	Lowercase r
67	C	Uppercase C	115	s	Lowercase s
68	D	Uppercase D	116	t	Lowercase t
69	E	Uppercase E	117	u	Lowercase u
70	F	Uppercase F	118	v	Lowercase v
71	G	Uppercase G	119	w	Lowercase w
72	H	Uppercase H	120	x	Lowercase x
73	I	Uppercase I	121	y	Lowercase y
74	J	Uppercase J	122	z	Lowercase z
75	K	Uppercase K	123	{	Opening brace
76	L	Uppercase L	124	|	Vertical bar
77	M	Uppercase M	125	}	Closing brace
78	N	Uppercase N	126	~	Equivalency sign - tilde
79	O	Uppercase O			

Source: The American Standard Code for Information Interchange can be accessed free of charge at ascii-code.com.