

The way you carry and deliver branded text messages is changing soon

Important information for Australian telcos

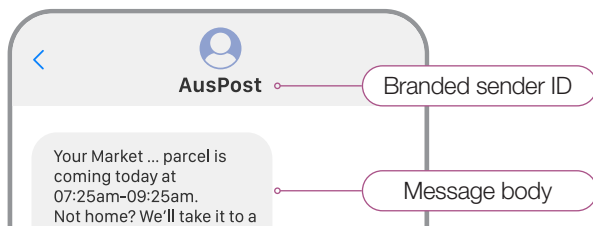
We are soon launching the SMS Sender ID Register to protect Australians from scams that impersonate organisations in branded text messages (SMS and MMS).

The register will help disrupt scam messages and improve consumer trust in Australian telecommunications.

Sender IDs

A sender ID appears at the top of branded text messages. It can tell people who the message is from, for example, 'ATO' or 'AusPost'.

Text messages using telephone numbers are not directly impacted by the new rules.



New sender ID rules for Australian telcos

- **Participate** – to continue to send, transit or terminate text messages with sender IDs from 1 July 2026, you must apply to participate.
- **Inform customers** – originating telcos must advise all existing and new customers about the register and publish information about the register on your website.
- **Register sender IDs** – originating telcos must offer to register sender IDs on behalf of customers.
- **Verify** – originating telcos must verify that customers have a clear and legitimate reason to use a sender ID (such as it matching their business name or trademark).
- **Over-stamp** – from 1 July 2026, if you send or terminate text messages, you must over-stamp all unregistered sender IDs with '**Unverified**'.

Options for participation

Become a participating telco

- Originating participating telcos can only offer sender ID services to organisations that have an ABN.
- Participating telcos are approved by the ACMA to send, transit or terminate SMS/MMS messages with registered sender IDs.

Become a certified telco

- Certified telcos can offer sender ID services to organisations with and without an ABN, including international organisations.
- Only originating participating telcos can apply to be a certified telco.
- Certified telcos have additional responsibilities, including verifying the identity and legitimacy of the organisation they are registering sender IDs for.

Offer commercial partnerships

- Participating telcos, including certified telcos, can enter into commercial partnership arrangements to provide sender ID services.
- Partnership arrangements allow international telcos and message providers to indirectly participate in the register.

If you do not participate

From 1 July 2026:

- you will not be permitted to carry SMS or MMS using branded sender IDs
- messages sent by non-participating Australian telcos and message providers (those with an ABN) will be blocked
- unregistered sender IDs will be replaced with the word '**Unverified**' and grouped together in a single message thread on recipients' phones.

Visit the [ACMA website](https://www.acma.gov.au) for help and more information.