

# The way you send branded text messages is changing soon

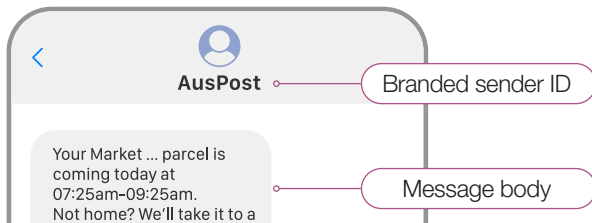
Important information for businesses, not-for-profit organisations and government agencies

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

The register will help protect your brand and create a safer communications channel for people who receive text messages.

## 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', 'AusPost' or 'myGov'.



## Who needs to register

**You must register if you want to send text messages using a sender ID**, including if you are a:

- business, including a sole trader
- charity
- school or educational institution
- community group or club
- government agency.

## How to register

- **From 30 November 2025** – contact the telco you use to send text messages to register your sender ID.
- When you register, you must be able to prove you have a clear and legitimate reason to use a sender ID (such as it matching your business name or trademark).
- A sender ID can be made of up to 11 characters – your telco or message provider can explain more about what can and cannot be registered.

## More help

- Visit [acma.gov.au/sms-sender-id-register](https://acma.gov.au/sms-sender-id-register) for help and more information.
- Contact your telco or message provider to register your sender ID.
- If you want to find a telco or message provider that offers sender ID services, view our [list of participating providers](#).



## You must take action soon

- **Between 30 November 2025 and 30 June 2026, you must contact your telco or message provider to register your sender ID.**
- If you use more than one telco or message provider, you will need to contact them all – the sooner the better.
- Your telcos or message providers should also contact you to discuss your future sender ID arrangements.

### If you do not register a sender ID:

- **From 1 July 2026**, messages using an unregistered sender ID will be labelled as **'Unverified'** and appear as a single message thread on mobile phones.
- **People will likely treat unverified messages as scams.**
- You can still send messages **using a mobile number** without needing to register it or make any change to your current arrangements.