

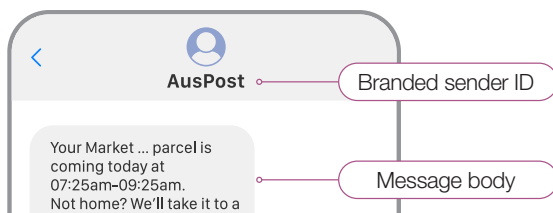
# The way you deliver branded text messages to Australian mobile numbers is changing soon

## Important information for non-Australian message providers

We are soon launching the SMS Sender ID Register to protect people from scams that impersonate organisations in branded text messages (SMS and MMS). The register will help disrupt scam messages and improve consumer trust in telecommunications services.

### Sender IDs

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



### Message providers are telecommunications providers

Australia has new sender ID rules.

Message providers involved in sending text messages are defined as a telecommunications provider. Message providers may include:

- SMS aggregators
- customer relationship management platform providers
- software as a service providers
- communications platform as a service providers
- automated marketing platform providers
- two-factor authentication providers.

If in doubt about whether you are a message provider, check the rules on the [ACMA website](#).

### What's changing for messages sent to Australia

The register will impact the way Australian telcos deal with SMS and MMS sent from overseas to Australian mobile numbers.

From **1 July 2026**, all text messages sent to Australia using unregistered sender IDs will be over-stamped with '**Unverified**'.

Texts labelled as '**Unverified**' will be grouped together in a single message thread on mobile phones. People may treat unverified messages as scams.

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

### What you need to do

You must participate in Australia's SMS Sender ID Register if you want to:

- continue to send or transit text messages with a sender ID from non-Australian organisations to Australia
- help customers who send messages to Australia to register their sender IDs.

How you participate depends on whether you have an **Australian Business Number (ABN)** or not.

#### If you have an ABN

- You can apply to become a participating telecommunications provider.

#### If you do not have an ABN

- You cannot access the register directly.
- You must partner with a **certified** Australian telecommunications provider if your customers are non-Australian organisations.
- Your Australian partner can then register sender IDs on behalf of your customers that are international organisations – each organisation will need a legitimate reason to use a specific sender ID.

Partnerships are commercial arrangements. You can [check if your Australian provider is a certified provider](#).

### What it means for you

By participating in Australia's SMS Sender ID Register, you can:

- confidently offer sender ID services to your customers that send text messages to Australia
- make sure your customers' text messages to Australia will not be blocked or disrupted
- contribute to the global effort to combat scams.

Visit the [ACMA website](#) for help and more information.