

Changes to how you receive branded text messages

Important information for mobile phone users

Important changes are coming soon

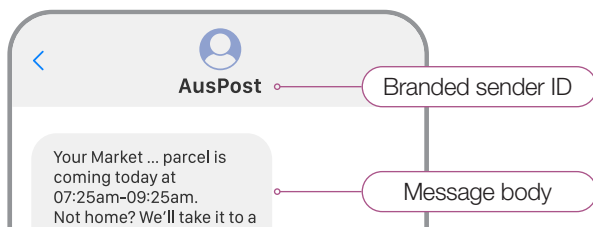
As Australia's regulator for phone services, one of our roles is to help **protect you from phone scams**.

From **1 July 2026**, we're making changes that will help stop you getting scam texts pretending to be from well-known brands.

Branded text messages

The changes will apply to how you receive **'branded' text messages from businesses or organisations**.

These are messages that have the organisation's name at the top of the message (called a sender ID). These names can tell you who the message is from, like 'ATO', 'AusPost' or 'myGov'.



The changes mean that when you receive a branded text message, **you can be more confident that it's from the organisation it says it's from**.

What's changing

From **1 July 2026**, branded text messages from organisations will either have:

- registered branding at the top of the message (e.g., 'ATO', 'myGov') – you can be more confident these messages are from who they say they are from
- or
- the word **'Unverified'** – check these messages carefully as they may be a scam or from a real organisation that hasn't registered their branded sender ID.

What won't change

These changes do not apply to texts from phone numbers or messaging apps such as WhatsApp, iMessage and Facebook Messenger.

Stay alert to spot a scam

Scammers may still try to impersonate real brands in the body of messages to trick you.

If a text looks suspicious, find the official contact details yourself – such as on a bill or the organisation's website.

If in doubt, **don't** reply, **don't** click on links, **don't** give personal details and **don't** give money.

What you can expect

Your telco will contact you about the changes shortly before and after they occur.

The changes will happen automatically and **you do not need to do anything**.

However, you should still **stay alert for scam messages**.

More help

Visit acma.gov.au/sms-sender-id-register for help and more information about these changes.

Learn about how to protect yourself from phone and SMS scams at acma.gov.au/scams.

Help other Australians by **reporting scams to scamwatch.gov.au**. Reporting scams and talking about them not only helps to understand what happened but also informs authorities about scammer activities so that they can make it harder for scams to occur.