SMS Sender ID Register

User guide for telcos

VERSION 2 – DECEMBER 2025

This guide applies to telcos, including electronic messaging service providers, who are applying, or have been approved by the ACMA to participate in the register (participating telcos) and deal with Australian entities (entities who have an Australian Business Number).

This guide is subject to further review and updates. Content may change as feedback is received, or further information becomes available. We will notify telcos when new versions of this guide are released.

Guidance for certified telcos, who can deal with entities that do not have an Australian Business Number, is in the [SMS Sender ID Register user guide for certified telcos](#)

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1. Introduction

1.1 Background

The SMS Sender ID Register is part of the Australian Government's *Fighting Scams* initiative to address scams and online fraud and protect Australians from financial harm.

The register will protect consumers – and entities (including businesses, not-for-profits and government agencies) that send SMS/MMS messages to consumers – by disrupting scam messages that use sender IDs.

Sender IDs are alphanumeric message headers that 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 grouped together in one message thread on a recipient's mobile device.

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.

If you are an Australian telco (a carriage service provider, carrier or electronic messaging service provider (EMSP)) involved in sending, transiting or terminating SMS or MMS messages, you must comply with the [Telecommunications (SMS Sender ID Register) Industry Standard 2025](#) (the Standard).

1.2 Purpose

This document provides instructions for telcos who have been approved by the Australian Communications and Media Authority (ACMA) to participate in the register about how to use the register, including how to apply to register sender IDs on behalf of an entity.

2. Key terms

ABN (Australian Business Number)

Has the meaning given by section 41 of the *A New Tax System (Australian Business Number) Act 1999*.

ABR (Australian Business Register)

The register established under section 24 of the *A New Tax System (Australian Business Number) Act 1999*.

ACMA Assist

ACMA Assist is the online portal for the ACMA.

Certified telecommunications provider (certified telco)

A participating telco that is an originating telco that has been approved by the ACMA to be a certified telecommunications provider. A certified telco can apply to register sender IDs and send sender ID messages on behalf of non-ABN entities.

Client record (account)

An account that organisations set up with ACMA to access specific services. The account contains all relevant information about a telco or entity interacting with the SMS Sender ID Register.

Customer

An entity that has a contractual arrangement with their telco relating to the sending of sender ID messages.

Electronic messaging service provider (EMSP)

EMSPs are defined in section 108A of the *Telecommunications Act 1997* and include providers involved in sending text messages, such as:

- 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

> ⚠️ **Note:** Australian EMSPs (EMSPs who have an Australian Business Number) are considered telecommunications providers for the purposes of the SMS Sender ID Register. This means they have to apply to the ACMA to participate in the register.

After the ACMA approves the application, and in accordance with subsection 4(3) of the Standard, an EMSP can comply with its obligations under the Standard by:

1. fulfilling the obligations itself, or
2. becoming an **EMSP partner**, by arranging with another participating telco to fulfill some or all of the obligations on its behalf under subsection 13(5) of the Standard.

EMSP partner

An electronic messaging service provider that has a direct relationship with an entity and who has partnered with:

- any participating telco that is an originating telco – if the EMSP's customers are ABN entities.
- an originating telco that is a certified telco – if the EMSP's customers are a non-ABN entity.

and has arranged for the provider to fulfill some or all of the EMSP's obligations under the Standard on its behalf.

Entity

One of the following who uses or proposes to use sender identification messages:

(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).

Entity associate

An entity who is authorised by another entity to send sender ID messages using the sender ID registered in the register for that other entity. Examples of entity associates are:

- a research company that has been engaged by a bank to send messages for the bank, using its sender ID
- a sports club that is authorised to send messages, using a sender ID that is owned by a sports league
- an advertising or marketing agency engaged by a business to run advertising and promotional campaigns, using a sender ID owned by that business.

International partner

An international telecommunications service provider that has a direct relationship with an entity and who has partnered with either:

- any participating telco that is an originating telco – if the international telco's customers are ABN entities
- an originating telco that is a certified telco – if the international telco's customers are a non-ABN entity.

to make an application for registration of a sender ID and to send sender ID messages on behalf of the relevant customer.

Originating telecommunications provider (originating telco)

A telco that agrees to send sender ID messages on behalf of either:

- a customer
- an international partner
- an EMSP partner.

Participating telecommunications provider (participating telco)

A telco that has been approved by the ACMA to participate in the register.

Telecommunications provider (telco)

Either:

- a carrier
- a carriage service provider
- an electronic messaging service provider.

Telco partner

An international partner or EMSP partner. Requirements relating to telco partners are set out in section 13 of the Standard.

Terminating telecommunications provider (terminating telco)

A carrier that is responsible for delivering sender ID messages to message recipients who are connected to a public mobile telecommunications service owned or controlled by the carrier.

Transiting telecommunications provider (transiting telco)

A telco that connects with other telcos to transit sender identification messages between 2 telcos over a telecommunications network.

3. Getting started

3.1 Apply to participate in the SMS Sender ID Register

If you are an Australian telco (a carrier, carriage service provider or [electronic messaging service provider](#)) involved in sending, transiting or terminating SMS/MMS sender ID messages, you must apply to the ACMA to participate in the register.

Follow the link to access the register on the ACMA's [SMS Sender ID Register](#) page.

You will need an ACMA Assist account to access the register. Refer to the [ACMA Assist registration guide](#) for instructions on how to sign up for an account.

Once you log in to ACMA Assist, you will be taken directly to the **Telco application form** page.

3.1.1 Telco application form

Telco details

1. Start typing your **company name** or **ABN** in the **Australian Business Number (ABN)** field. A drop-down list will appear as you type. Select your company name from the list.
2. Your company name as registered on the [Australian Business Register (ABR)](#) will auto populate in the **Telco name** field.
3. Enter your business name (previously known as trading name) in the **Business name** field.
4. Enter your company web address in the **Website** field.
5. Enter the address for your company in the **Contact address** field.

6. Check **ALL** the **telco types** that apply to your company. The options are:

- [Originating telco](#)
- [Transiting telco](#)
- [Terminating telco](#).

> ⚠️ **Note:** The [Telecommunications (SMS Sender ID Register) Industry Standard 2025](#) defines a terminating telecommunications provider as a carrier that is responsible for delivering sender identification messages to message recipients who are connected to a public mobile telecommunications service **owned or controlled by the carrier**.
>
> The terminating telcos in Australia are Telstra, Optus, Vodafone (TPG Telecom) and Pivotel.

What type of Telco are you? Select all that apply to you. *

6
- ☐ **Originating Telco** ⓘ
- ☐ **Transiting Telco** ⓘ
- ☐ **Terminating Telco** ⓘ

> ⚠️ **Note:** You can submit a new application to add additional telco types to your account at any time if needed.

Application requirements

7. Click the **Upload document** button to upload at least one document to verify that you are a telco. This may include proof of a current:

- Telecommunications Industry Ombudsman membership
- Australian Telecommunications Alliance membership
- carrier licence
- contract to provide services.

Application requirements

Please upload supporting documents that verify you are a Telco * ⓘ

Compatible file types include: .png, .jpg, .jpeg, .gif, .bmp, .tif, .tiff, .txt, .pdf, .docx, .msg, .eml, .xlsx

7 [Upload document]

Applicant contact details

These fields will be prepopulated with details from your ACMA Assist account. All correspondence regarding the application process will be sent to this email address.

8. **Check the contact details are correct** or update with new details.
9. **Check the box** to certify that the information you have provided is true and correct.
10. Click on the **Submit** button.

Applicant Contact Details

Title

First name *   **Last name** *

8   John   Citizen

Email address *   **Contact phone** *

J.Citizen@Telco.com.au

9   ☐ I certify that the information provided in this form is true and correct

Previous   10   Submit

3.1.2 Confirmation and approval

You will receive an email confirming your application has been received and is being reviewed. **Do not reply** to this email. If you have any questions, please contact senderIDregister@acma.gov.au.

11. Click on **the link** to view the status of your application. In the example screenshot below, the telco has applied to be an originating, transiting and terminating telco.

SMS Sender ID Register: receipt of application

AC   Australian Communications and Media Authority <noreply@digital.acma.gov.au>
     To John Citizen

Dear John Citizen

Thank you for submitting an application for   JOHN'S TELCO CO   to participate in the SMS Sender ID Register.

You have applied as the following type/s of telco:

- Originating Telco
- Terminating Telco
- Transiting Telco

Your application is currently being reviewed. We will notify you of the outcome via email shortly.

11   You can view the status of your application.

If you have any questions, please contact senderIDregister@acma.gov.au.

Regards,
Australian Communications and Media Authority

Australian Government | acma Australian Communications and Media Authority

The SMS Sender ID Register is a government initiative, operated by the ACMA. The register will reduce SMS/MMS scams that include sender IDs and establish a safer communications channel for the Australian community.

This email has been sent from an automated mailbox which is not monitored. Please do not reply.

Once your application has been processed, you will receive an email notifying you of the outcome.

If your application is approved:

12. Click on **the link** to open the register.
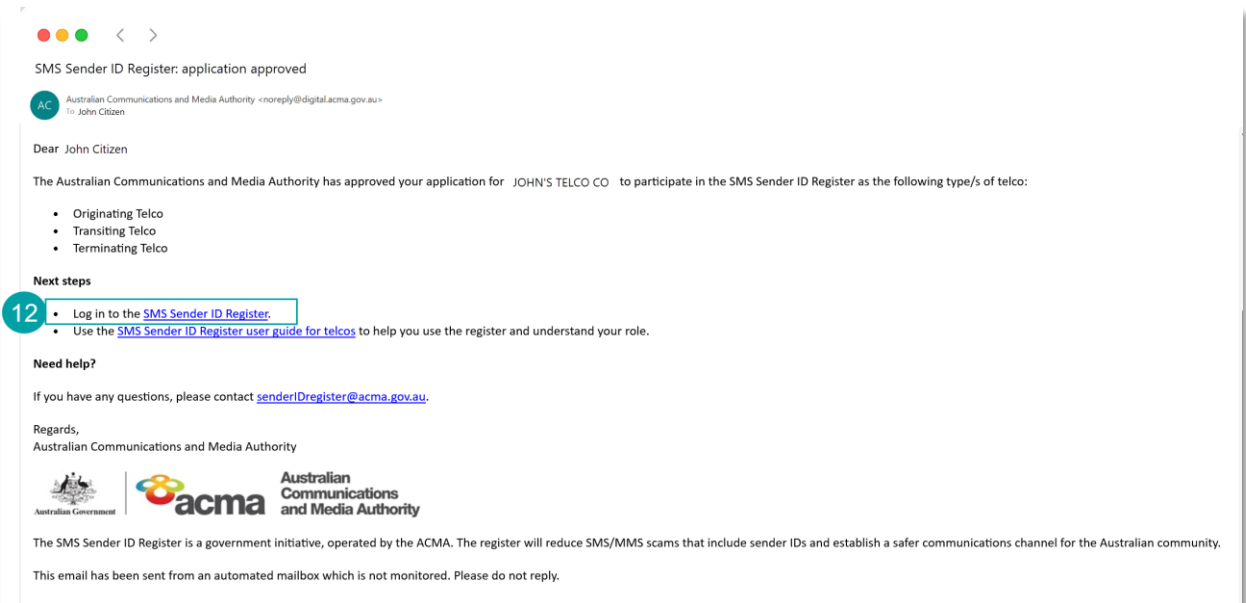
3.2 Access the register after your application has been approved

The first time you log in to ACMA Assist, you will be asked to verify the ABN and name of your organisation.

The next time you log in, you will be taken directly to your organisation's account on the register.

3.2.1 Verify your ABN

If the ABN and entity name are correct:

1. Check **Yes**.
2. Click on the **Next** button**.**

3.2.2 Verify your email

Next you need to prove that you are authorised to access the register on your organisation's behalf. In section 3.1 you logged in to ACMA Assist using your myID Digital ID. The system will check your myID email address against the list of authorised contacts for your organisation on the ABR.

The next action you take will depend on which of the following 3 scenarios applies.

- **Scenario 1** – Your myID email address appears on the authorised contact list for your organisation's ABN on the ABR.
- **Scenario 2** – You have an alternative email address that is listed on the authorised contact list for your organisation's ABN on the ABR. For example, your corporate email address.
- **Scenario 3** – You don't have an email address that is listed on the authorised contact list for your organisation's ABN on the ABR.

> **Note:** If you aren't sure if your email is listed on the authorised contact list for your organisation's ABN on the ABR, you can try scenario 1 and scenario 2. The register will inform you if your email is not listed on the ABR.

Scenario 1: Your email address is on the authorised contact list for your organisation's ABN on the ABR

If the email address you used to access ACMA Assist (using your myID) is on the authorised contact list for your ABN on the ABR, you will be asked to agree to the terms and conditions for the register.

1. Read the terms and conditions and check the **check box** to agree.
2. Click on the **Next** button.

You will now be a business administrator for your organisation and will be taken to your organisation's account for the register.

Skip to section 3.3 to add or delete other business administrators and authorised users to ACMA Assist.

Scenario 2: You have an alternative email address listed on the authorised contact list for your organisation's ABN on the ABR

If the email address you used to create your ACMA Assist account (using your myID) is **not** on the authorised contact list for your organisation's ABN on the ABR, but you have another email address that is on the authorised contact list (for example, your corporate email is listed on the ABR):

1. Check **Yes**.
2. Click on the **Next** button.

Alternative email registration

The email address you are using is not registered with the Autralian Business Register (ABR). Do you have an alternative email address registered with the ABR?

1 ◯ Yes

◯ No

Back

2 Next

3. Enter the alternative email address that is registered on the ABR in the **Email address** field.
4. Click on the **Next** button.

Register your alternative email address

Email address *

3 [   ]

Back

4 Next

You will receive an email that contains a verification code.

5. Enter the verification code in the **text box**.
6. Click on the **Next** button.

Verify your alternative email address

A verification code has been sent to your email address.

Please enter the verification code: *

5 [   ]

Back

6 Next

You will be asked to agree to the terms and conditions for the register.

7. Read the terms and conditions and check the **check box** to agree.
8. Click on the **Next** button.

You will now be a business administrator for your organisation and will be taken to your organisation's account for the register.

Skip to section 3.3 to add or delete other business administrators and authorised users to ACMA Assist.

Scenario 3: You don't have an email address that is listed on the authorised contact list for your organisation's ABN on the ABR

If you don't have an email address listed on the authorised contact list for your organisation's ABN on the ABR:

1. Check **No**.
2. Click on the **Next** button.

3. Identify people who are listed as authorised contacts for your organisation's ABN on the ABR, for example a Public Officer or Director.

> **Note:** If your organisation uses a Registered Tax or BAS Agent, they can look up the current authorised contacts for your ABN on the ABR and update them if needed.

4. Click on the link to open an email template in your email platform. Insert the email address of the authorised contact you identified on the ABR.
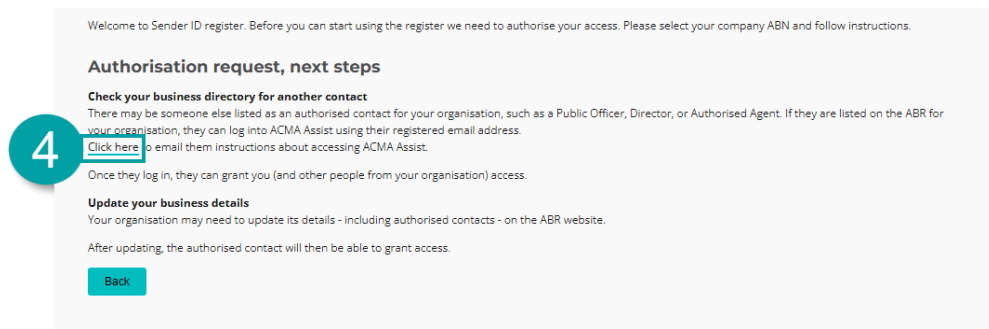
5. The template asks the authorised contact on the ABR to create an ACMA Assist account for the organisation, and to provide you access to that account. Your name and company name will be pre-populated. You must manually populate the parts of the template highlighted below before you send it to the authorised contact.

Dear [insert name],

I am contacting you about the SMS Sender ID Register because you are listed as an authorised contact for *YOUR Telco* on the Australian Business Register (ABR). An authorised contact is required by the Australian Government to authorise a SMS Sender ID Register account and to grant access to other users. You can read more about the SMS Sender ID https://www.acma.gov.au/sms-sender-id-register.

The register is run by the Australian Communications and Media Authority and is available via the ACMA's online portal, ACMA Assist. All telcos and message providers who send, transit or terminate SMS/MMS messages with alphanumeric sender IDs are required to participate in the register – see the Telecommunications (SMS Sender ID Register) Industry Standard 2025 on the Federal Register of Legislation.

To complete *YOUR Telco's* application for a SMS Sender ID Register account, I require you to:

1. log into ACMA Assist to authorise a SMS Sender ID Register account on behalf of *YOUR Telco*

2. give me access to *YOUR Telco's* register account. I require access to the register so that I can [INCLUDE AN EXPLANATION OF WHAT YOU NEED TO DO, FOR EXAMPLE, SUBMIT APPLICATIONS TO REGISTER SENDER IDS ON BEHALF OF CUSTOMERS WHO SEND MESSAGES USING SENDER IDS, AS REQUIRED BY LEGISLATION.]

Step 1: Log in to ACMA Assist

• Go to ACMA Assist on the ACMA's website at https://www.acma.gov.au/acma-assist#/senderid/access?abn=123456789

• To log in, follow the instructions published at https://www.acma.gov.au/instructions starting from "5. Click on the Sign up or log in button"

Step 2: Authorise *YOUR Telco's* register account

• After you log in to ACMA Assist, you will be asked to authorise *YOUR Telco's* register account. This includes confirming *YOUR Telco's* ABN. You will also be asked to confirm your email address. Follow the on-screen instructions to complete this process.

Step 3: Authorise other users to access *YOUR Telco's* register account

• You will then be directed to the 'Authorised users' section.

• Click on invite user and use [INSERT YOUR CORPORATE EMAIL ADDRESS] as the email address.

• Enter my name: *John Citizen* in the fields provided.

• Enter a message to me in the message field, for example, confirming that you have authorised me to access the SMS Sender ID Register.

• Assign access level. You can choose one of the following access levels.

Business administrator: To grant me full administrative access, select "Yes" to the question: "Do you want the user to be a business administrator?" This will allow me to act as a business administrator for *YOUR Telco* across the SMS Sender ID Register. As a business administrator, I will be able to grant other users access to the *YOUR Telco's* register account.

Authorised user: If you prefer to assign me specific permissions, please manually select the relevant options:

• View telco details: Will be able to view a list of all participating telcos on the register

• View registered sender IDs: Will be able to view a list of all registered sender IDs within the register

• Sender ID brand: Will have the ability to confirm sender ID registration requests on behalf of an entity

• Register sender IDs: Will have the ability to register sender IDs on behalf of entities

• The availability of the above permissions may vary depending on the role of your entity.

Optional: The Start Date and End Date fields are optional. Use these only if you wish to limit my access to *YOUR Telco's* register account to a specific timeframe.

If you have any questions, please contact me on [INSERT WORK PHONE NUMBER]

Regards,

John Citizen

If the authorised contact listed on the ABR for your organisation grants you access, you will receive an email advising that access has been granted that contains a link to ACMA Assist.

6. Click on the link in that email.
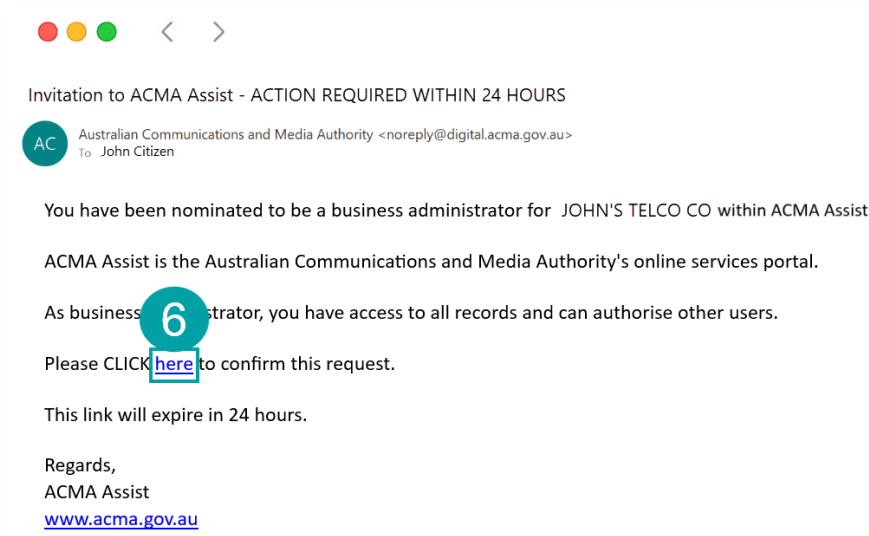
⚠️ **Note:** The link will expire in 24 hours, after that time you will need to ask the authorised contact to grant you access again.

7. Click on the **Continue** button.
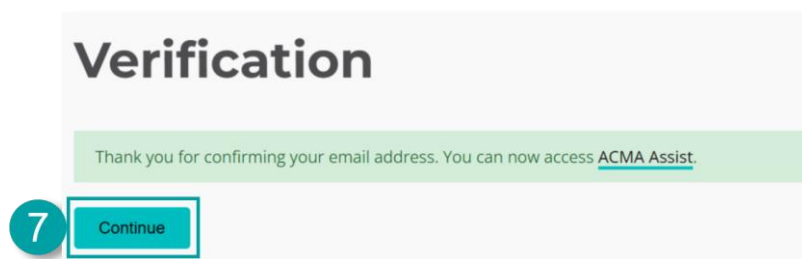
You will now be a business administrator for your organisation and will be taken to the ACMA Assist homepage.

8. Click on the **SMS Sender ID Register** tile to access the register.
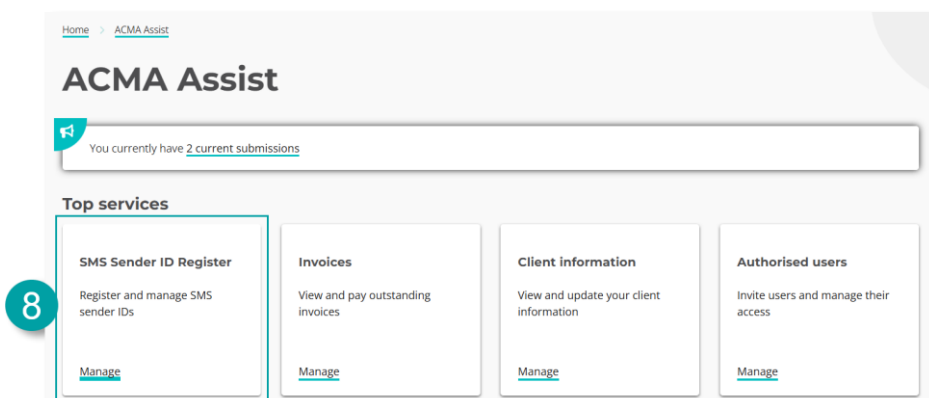
3.3 Add or delete other business administrators and authorised users to ACMA Assist

As a business administrator, you can add authorised users to your telco's account on the register. Authorised users can perform all or some actions in the register (depending on the permission settings) on the telco's behalf, but they cannot add other users. You can also add additional business administrators, who can perform all actions in the register, including adding or deleting other business administrators and authorised users.

3.3.1 Add other business administrators and authorised users to ACMA Assist

From the ACMA Assist homepage:

1. Click on the **Authorised users** tile.
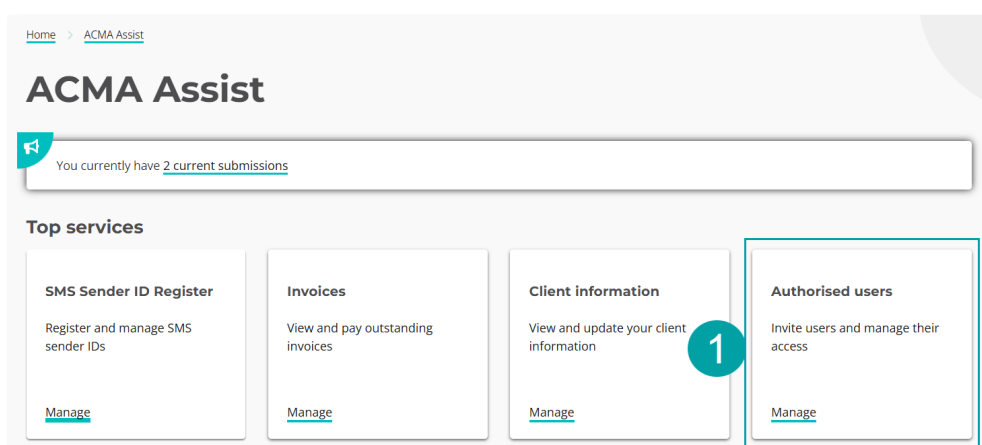
> **Note:** You can return to the ACMA Assist homepage from any screen on the register by clicking on the ACMA Assist breadcrumb at the top of the screen.
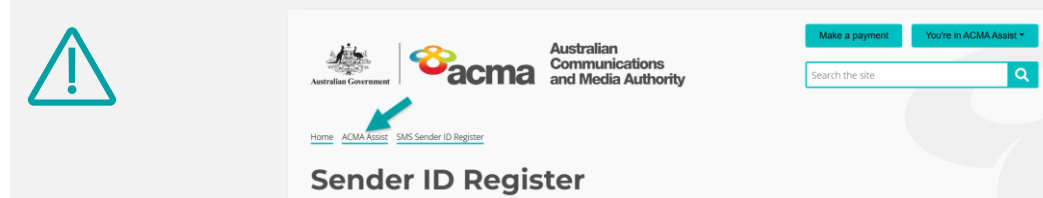
2. Click on the **Invite user** button.
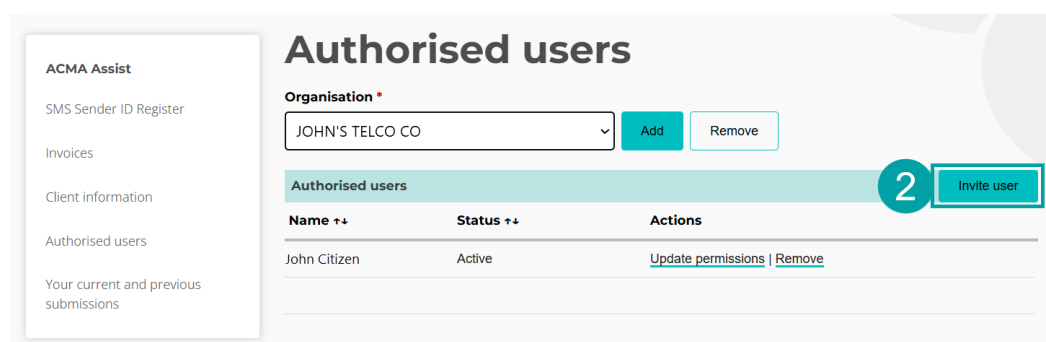
3. Enter the new user's **email address**
4. Enter the new user's **first** and **last name**
5. Enter a **message** to the user. This will appear in the email invitation. For example, 'I am inviting you to access the SMS Sender ID Register, so you can apply to register and manage sender IDs on [your organisation name]'s behalf.'
6. Enter a **start and end date** for their access if needed. You can leave this field blank.
7. Check
   - **Yes** to make the new user a **business administrator** which will allow them to perform all functions, including adding and removing users. Skip to step 9
   - **No** to make the new user an **authorised user** and customise the permissions. Authorised users can not add or remove other users.

8. Select the user **permissions** from the drop-down menu. The permissions available will depend on whether you are an originating, terminating and/or transiting telco.

> **Note:** Each client record will appear twice – one is a test record to allow testing of your system integration (without sending emails to your customers). You can set different permissions for each client record.

9. Click the **Invite** button.

An email will be sent to the new user inviting them to access ACMA Assist. Once they accept the invitation, their status will change from **Pending Invite** to **Active.**
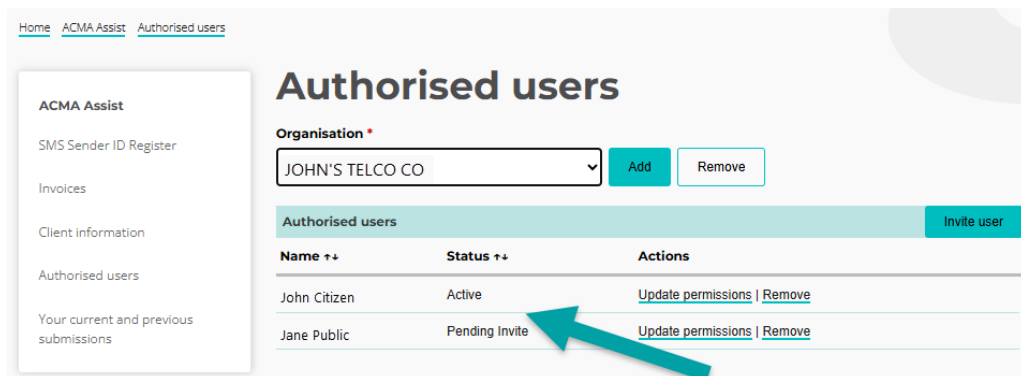
3.3.2 Update user permissions

Business administrators can update user permissions at any time.

From the ACMA Assist homepage:

1. Click on the **Authorised users** tile.
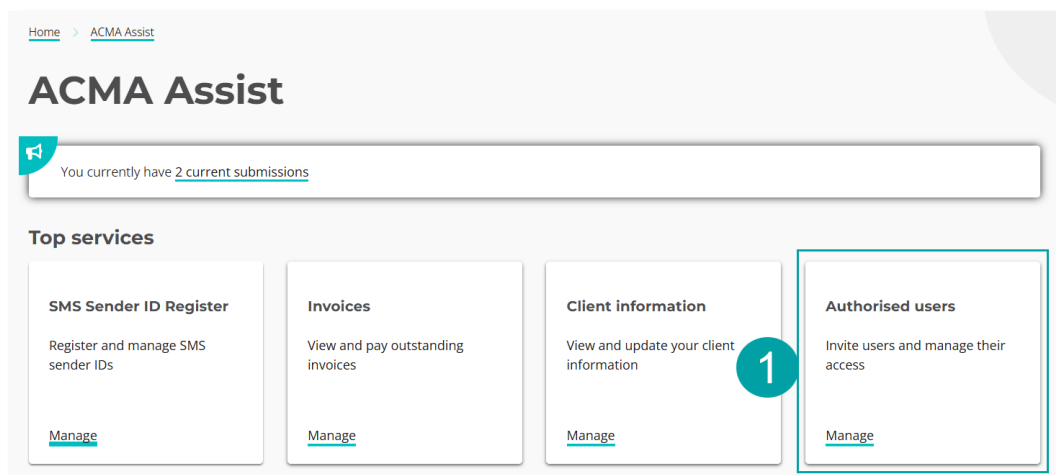
2. Click on the **Update permissions** link next to the user whose permissions you want to update.
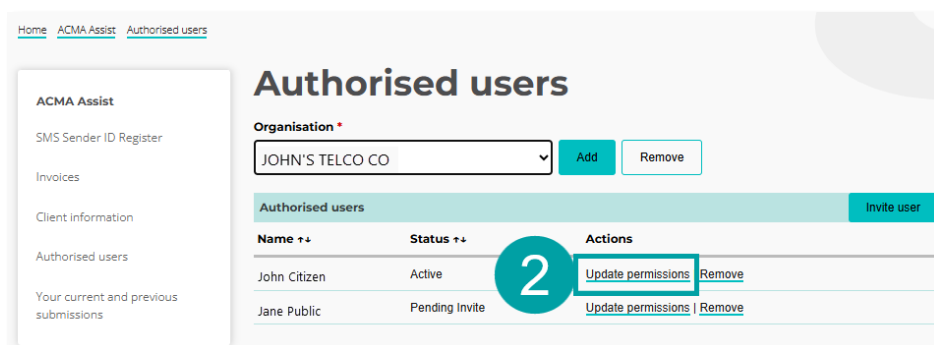
The permissions screen will open

3. Update the **start and/or end date**
4. Check
   - **Yes** to change the user to a **business administrator,** which will allow them to perform all functions including adding and removing users. Skip to step 7
   - **No** to change the user to an **authorised user** and customise the permissions. Authorised users can not add or remove other users.
5. Click the **X** next to any permissions you want to remove
6. Select the user **permissions** from the drop-down menu. The permissions available will depend on whether you are an originating, terminating and/or transiting telco.
7. Click on the **Update** button

3.3.3 Delete other business administrators and authorised users from ACMA Assist

Note: The Terms and Conditions of Use of the register require business administrators to remove any authorised users or business administrators that are no longer authorised (for example, they are no longer employed by your organisation) as soon as practicable.

From the ACMA Assist homepage:

1. Click on the **Authorised users** tile.

2. Click on the **Remove** link next to the user who you want to remove.

A pop up will appear

3. Click on the **OK** button

3.4 Manage your settings and view API documents

3.4.1 SMS Sender ID Register view

The information on the register changes depending on the type of telco you are (originating, transiting or terminating). If you are more than one type of telco, you can change how you view the register by selecting different client views in the **Settings** tab. To change the view:

1. Click on the **Settings** tab.
2. Select a **client record** from the dropdown menu.
3. Select the telco type (originating, transiting, or terminating) from the **SMS Sender ID Register view** dropdown menu. Please also see **Note 2** below.

You will have different tabs available depending on which **SMS Sender ID Register view** you select. Refer to 4.2 SMS Sender ID Register dashboard for more information.

Note 1: Each client record will appear twice – one is a test record to allow testing of your system integration (without sending emails to your customers).

To identify and switch between test and live accounts:
- In the **Settings** tab, under **'client records'**, there are 2 options under the drop down menu:
  - **Test account** – account name ends with '**(test)'**
  - **Live account** – account name does **not** include **'(test)'**.
- A **yellow banner** will appear at the top of the screen when you are in the Test account.
- To switch between accounts, update your selection in **Settings > Client records**.

PLEASE MAKE SURE YOU ARE IN THE LIVE VERSION TO SUBMIT APPLICATIONS FOR YOUR CUSTOMERS

> **Note 2:** You can also view the register as an [entity](#), for example, if you wish to apply to register a sender ID that is used by your company, confirm the registration of a sender ID, or manage and revoke your telco's registrations.
>
> | 1. Sender IDs | 2. Settings |
> | --- | --- |
>
> **Your client records**
>
> **Client record** ⓘ
>
> We Send SMS PTY LTD ⌄
>
> **Sender ID register view**
>
> Entity ⌄
>
> The [SMS Sender ID Register: User guide for businesses and organisations](#) is available on the ACMA's website.

3.4.2 View API documentation

You can integrate your systems directly with the register. To view the API documentation:

1. Click on the **Settings** tab.
2. Click on the **View API Documentation** button.

You will be taken to a webpage displaying the documentation.

1. Registered Sender ID List	2. Other Telc	① Settings

Your client records

Client record ⓘ

We Send SMS PTY LTD ⌄

You can **add** or **remove** client records.

Sender ID register view

Terminating Telco ⌄

API details

You can integrate your systems directly with the Sender ID register

② View API Documentation

Notification settings

3.4.3 Notification settings

Originating and terminating telcos will receive email notifications from the SMS Sender ID Register. Transiting telcos will not receive any notifications.

> **Note:** The Terms and Conditions of Use of the register require users to update contact information in the register as soon as practicable after a change occurs and in any event within 7 days of any change occurring, (including contact email address/es).

Originating telcos – You will receive notifications when a sender ID application is approved/refused, or a sender ID is revoked.

To provide an email address to receive these notifications:

1. Click on the **Settings** tab.
2. Check that you have the correct **client record** selected
3. Enter the email address in the **Email address for Sender ID verification or revocation of verified Sender IDs** field.
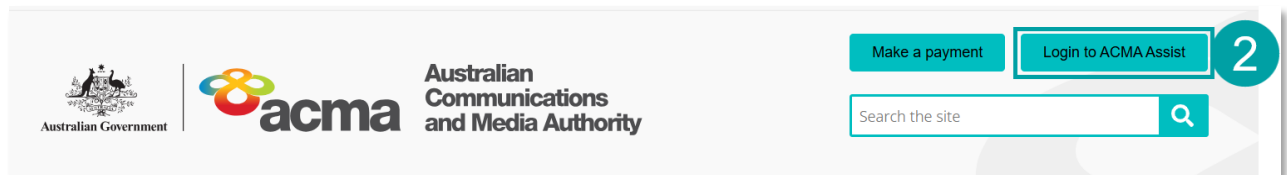4. Click the **Save settings** button.

4. Using the SMS Sender ID Register

4.1 Accessing the register

Once your application has been approved and you have been granted access as a business administrator or authorised user, you can access the register.

1. Go to the ACMA website.
2. Click on the **Login to ACMA Assist** button in the top right-hand corner.

ACMA Assist will open

3. Click on the **SMS Sender ID Register** tile.
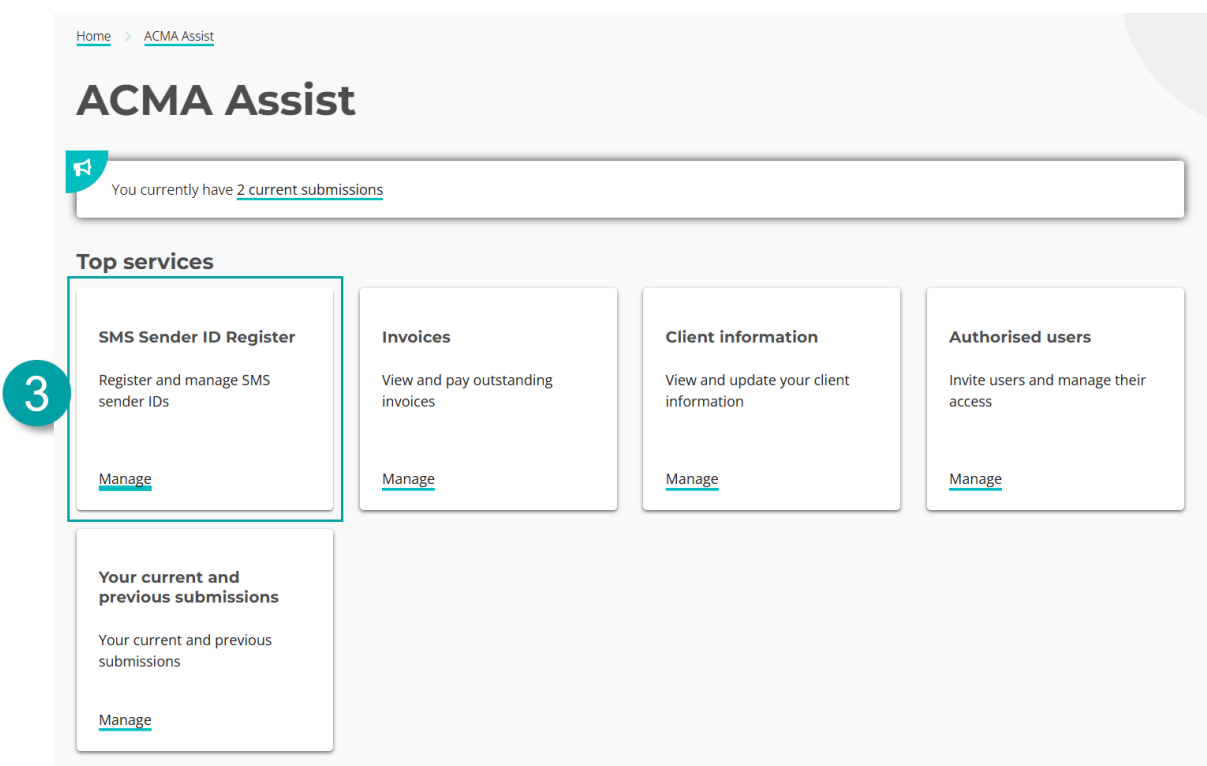
4.2 SMS Sender ID Register dashboard

The dashboard is divided into tabs where you can perform different functions. The tabs you see will vary depending on your telco type.

⚠️ **Note:** See the API documentation for instructions on how to integrate the SMS Sender ID Register into your own system.

If you are approved to participate as more than one type of telco (e.g., originating and transiting), you will have access to all the relevant functions for each type of telco.

Tabs and functions by telco type

Tab	Functions	Originating	Transiting	Terminating
Sender IDs	Initiate, manage, and review the status of Sender ID registration on behalf of entities.	Yes		
Entities	Initiate, manage, and review the status of entity registrations.	Yes		
Partners	Add, manage, and remove telco partners and entity associates.	Yes		
Registered Sender ID list	Review and export the list of registered Sender IDs.			Yes
Other telcos	View a list of all participating telcos for the Sender ID register.	Yes	Yes	Yes
Settings	Manage your settings and view API documents.	Yes	Yes	Yes

4.3 Initiate, manage and review the status of sender ID registrations on behalf of entities

Originating telcos who have been approved by the ACMA to participate in the register can apply to register sender IDs on behalf of Australian entities that hold an ABN.

Certified telcos can apply to register sender IDs on behalf of entities (domestic or international) that don't have an ABN. The application form to become a certified telco is available within the register in the Settings tab. A user guide for certified telcos is available on the ACMA website.

Transiting and terminating telcos are not permitted to apply to register sender IDs.

As a participating originating telco, you may be asked to register a sender ID:

1. **Via a telco partner**

   If you have international partners or EMSP partners, you may receive a request from one of those partners to apply to register a sender ID on behalf of one of the partner's customers who have an ABN. Requirements relating to telco partners are set out in section 13 of the Standard

2. **Directly by an entity**

   An ABN entity may ask you directly to make an application to register a sender ID on their behalf.

> ⚠️ **Note:** Once a sender ID has been registered, an ABN entity may authorise other telcos and telco partners to send messages using the registered sender ID. The entity must make an application to each of these telcos/telco partners. The subsequent telcos will not be required to establish a valid case for the sender ID.

4.3.1 Applying with a telco partner

If you are applying to register a sender ID in collaboration with an International partner, you must first add the partner to your account. Refer to 4.5.1 Add a telco partner for instructions.

If you are applying to register a sender ID in collaboration with an EMSP partner, they first must be approved to participate in the SMS Sender ID Register as an originating telco. You must then add them as a telco partner to your account. Refer to 4.5.1 Add a telco partner for instructions.

When you are registering the sender ID on behalf of a telco partner:

1. Select a **Telco Partner** from the dropdown list in the **Application to register a sender ID** form.

Telco Partner/Entity Associate

A Telco Partner refers to an EMSP or international telco that collaborates with a certified or participating Australian provider to register and send Sender ID messages. An Entity Associate is an organisation authorised to send messages using another entity's registered Sender ID.

If you intend to use a Telco Partner or Entity Associate for this Sender ID application, please first add them via Tab 3. Once added, return to this form and select the appropriate partner or associate from the dropdown list below.

> Select...
>
> Select...
>
> We Send SMS

Note: Refer to 4.5.1 Add a telco partner for instructions on how to add a telco partner to your account so they appear in the dropdown list.

Adding a telco partner to the application ensures that communications from the register to the entity will reference the telco partner rather than your telco.

4.3.2 Before applying to register a sender ID on behalf of an entity/customer

If you are an originating telco, the Standard requires you to:

- offer to make an application to register sender IDs on behalf of your customers that send sender ID messages, and
- make an application to register a sender ID if a customer asks you to do so.

Entity associate

If an entity asks you to apply to register a sender ID, you must ask the entity if it is an entity associate for another entity. That is, you must establish if the applicant is applying to register their own sender ID, or if they are applying to register/use a sender ID that belongs to another entity.

If the entity is **not an entity associate** (i.e., they are registering their own sender ID), follow the process starting at section 4.3.3.

If the entity **is an entity associate** (i.e., they are seeking to register/use a sender ID that belongs to another entity), you must:

1. first make an application to register the entity associate, following the process in 4.5.2 Register an entity associate), AND

2. then make an application to register the sender ID that the entity associate has requested to use, following the process starting at section 4.3.3.

For point 2, the entity associate will provide the required information to enable you to submit the application (see **Appendix A** of the [User guide for businesses and organisations for instructions for entity associates).](#) After you submit the application, the sender ID owner must confirm the application before the entity associate can use the sender ID. By confirming the application, the sender ID owner:

- agrees to register their sender ID, and
- consents to the entity associate using that sender ID.

> ⚠️ **Note:** You can only submit applications which involve an entity associate if both the entity associate and the sender ID owner have ABNs. If either the entity or entity associate do not have an ABN, the application can only be submitted by a certified telco.

4.3.3 Apply to register a sender ID on behalf of an entity/customer

To apply to register a sender ID on behalf of an entity/customer:

1. Click on the **Sender IDs** tab.
2. Click on the **Apply to register a Sender ID** button.

You will be taken to the **Application to register a sender ID** form.

Sender ID
3. Enter the sender ID the entity wants to register in the **Sender ID** field.

The register application will not accept sender IDs unless they:

- include only characters 32–126 from the *American Standard Code for Information Interchange* (ASCII) decimal codes. ASCII can be accessed free of charge at www.ascii-code.com
- are at least 2 and no more than 11 characters long
- do not consist only of numbers
- do not contain a space or an underscore at the beginning or end of the sender ID
- do not contain the word 'unverified'
- do not solely contain a prohibited word or words published on the ACMA's website here .

4. **If applicable**, select the **entity associate's** name from the drop-down list, or the **telco partner's** name.

> **Note:** Refer to section 4.5.2 Register an entity associate for instructions on how to register entity associates so they appear in the dropdown list.

> **Note:** If the application involves an entity associate **and** a telco partner (for example, an entity associate is applying via a telco partner), you must:
> - enter the **telco partner's name** in the application for the entity associate to participate in the register
> - enter the **entity associate's name** in the application to register the sender ID for the sender ID owner.

Entity details

Enter the entity's details. If a record has previously been created for the entity for your company, the **Website**, **Business address** and **Telephone** fields will auto populate once you enter the ABN.

5. Start typing the entity's name or ABN in the **Australian Business Number (ABN)** field. A list will appear as you type. Select the entity from the list.
6. The **Entity name** field will be populated with information taken from the ABR.
7. Enter the entity's web address, or online presence on a social media platform, into the **Website** field.
8. Enter the entity's address in the **Business address** field. If the entity is a company, the full address of their registered office must be provided. If the entity is not a company, the address of their principal place of business, operation or administration must be provided.
9. Enter the entity's contact number in the **Telephone** field. You will be asked to provide the details of a specific contact for the entity in the next section.

Entity Details

Australian Business Number (ABN) *

(5) Type company name or ABN...

Entity name

(6)

Web address *

The entity's website or online presence on a social media platform must be provided.

(7) https://

Business address *

If the entity is a company - the full address of the entity's registered office; or If the entity is not a company - the entity's principal place of business, operation or administration;

(8)   x | ∨

Telephone

Please provide a generic business contact number here

(9)

Entity contact details

10. Enter the contact details of a representative for the entity that you are registering the sender ID on behalf of into the text boxes. These details will be used to contact the entity to verify the sender ID registration application.

Entity contact details

These are the contact details for the entity who owns the sender ID

Title

For example 'Mx', 'Ms', 'Mr', 'Dr', and 'Mrs' etc

(10) **First name** *   **Last name** *

Email address *   **Telephone** *

Valid use case

You must establish that the entity has a valid use case for the sender ID before you can submit the application.

> **Note:** If you are dealing with an ABN entity and it has already registered the sender ID through another telco, you are not required to establish a valid case and the valid use case field will not appear.

The sender ID must be either:

- the **same** as
- a contraction or abbreviation of
- an acronym of
- an initialism of

either the entity's:

- **registered business name** in the Business Names Register, and the status must be 'registered'
- **registered company name** in the Australian Business Register, and the status must be 'active'
- **registered trademark** in IP Australia's Trade Mark Search or equivalent register, and the status must be 'registered', or
- **registered domain name** on WHOIS, the entity is the 'registrant' and the domain name is used for an active and legitimate website, or an active email address.

For example, if an entity's:

- company name is **TS Pty Ltd**
- business name is **Telservice**
- trademark is **TelService**
- registered domain name is **Zrates.com.au,**

the following sender IDs are examples that would pass the valid use case requirements:

- Telservice
- TelServs
- Telser
- TS
- TS_Track
- TelServSale
- Zrates
- TS-Sydney.

There is an **exception to the valid use case** requirements if:

- the entity is a government agency; and
- the sender ID relates to an emergency, or a matter of public health, safety or security; and
- the entity has provided evidence to the provider that satisfies the provider of the reason why the agency intends to use the sender ID rather than its registered business name, company name, trademark or registered domain name, as relevant.

11. Check the box next to the valid use case/s you have used to match the sender ID to the entity. You can select more than one of the first four boxes.

12. Click the **Submit** button.

Your application will now be submitted. An email will be sent to the entity contact nominated in step 10. The entity contact will be asked to access the register via ACMA Assist to confirm the registration application for that sender ID.

If the application includes an entity associate, the entity associate will be mentioned in the email. By confirming the application, the entity is agreeing to register the sender ID and for the nominated entity associate to send messages on the entity's behalf using that sender ID.

If the sender ID is registered (and the entity associate is registered to participate in the register), **you must notify the entity associate that, from 1 July 2026, they are authorised to use the sender ID**.

4.3.4 View the status of a sender ID registration

You will receive an email notification once the sender ID application has been confirmed by the entity. However, you can check the status of a sender ID at any time.

1. Click on the **Sender ID** tab.
2. Type the sender ID into the **search** field and press **enter**.
3. View the status of the sender ID in the **Status** column. Statuses include:

- **Submitted** means the application has not yet been confirmed by the entity

- **Under review** means the entity has confirmed the sender ID, but the application is being reviewed by the ACMA

- **Registered by <date/time>** means the sender ID has been approved and will be registered and ready for use by the given date and time

- **Ready to use** means the sender ID has been registered and is ready for use

- **Revoked** means your authorisation to send messages using that sender ID has been removed. This may be because the entity has decided it no longer wants you to send messages using the sender ID, or it may be because the entity or the ACMA has removed that sender ID from the register.

4.3.5 Remove your authorisation for a sender ID

You may need to remove your authorisation to send messages using a sender ID for an entity (for example, because the entity asks you to remove it, or you no longer agree to send messages for that entity).

To remove your authorisation for a sender ID:

1. Click on the **Sender IDs** tab.
2. Click on the **sender ID** you want to remove.
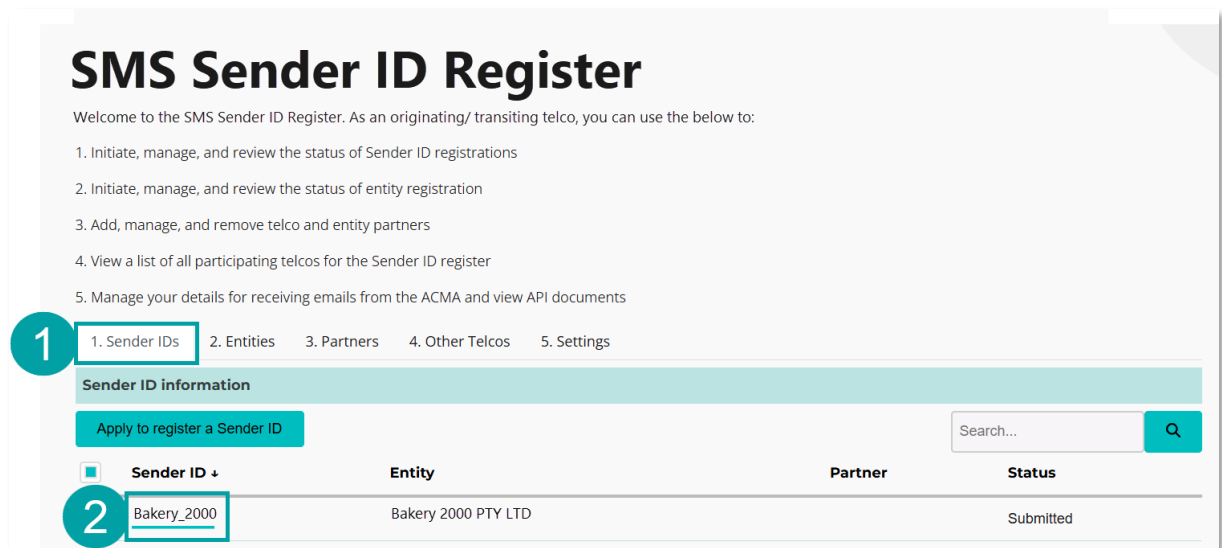
The sender ID details will open.

3. Scroll to the bottom of the screen and click on the **Remove** button.
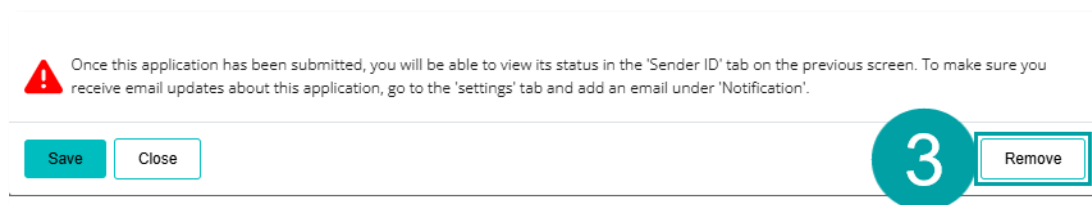
A popup window will appear.

4. Click **OK** to confirm that you want to remove the record**.**
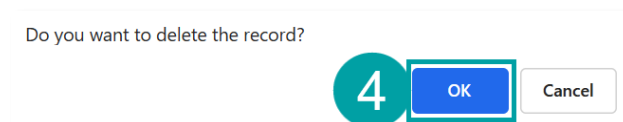
Your authorisation for the sender ID will be removed.

4.4 Initiate, manage and review the status of entity registration

4.4.1 Add an entity

If you are an [originating telco](), the following instructions set out the process to add your customer's details to your register account, in anticipation of making an application to register the [entity]() and their sender IDs once they contact you to apply. Please note, the process described in this section **does not** register the entity. It is simply a preparatory step if you anticipate receiving an application from them (e.g. because they are an existing customer who you send messages for).

Transiting and terminating telcos cannot add entities to their accounts.

To add an entity to your register account:

1. Click on the **Entities** tab.
2. Click on the **Add ABN entity details** button.

A popup window will open.

3. Start typing the entity's name or ABN in the **Australian Business Number (ABN)** field. A list will appear as you type. Select the entity from the list.
4. Enter the entity's web address, or online presence on a social media platform, into the **Website** field.
5. The **Entity name** field will be populated with information from the ABR.
6. Enter the entity's phone number in the **Business phone** field.
7. Enter the entity's main business location in the **Primary business address** field. If the entity is a company, enter the full address of their registered office. If the entity is not a company, enter the address of their principal place of business, operation or administration.
8. Click **Save**.

The entity will now appear in your entity list.

4.4.2 View an entity's sender IDs

After an entity has registered sender IDs through you, or authorised you to use its senders IDs, you will be able to view them in your account.

To view all the registered sender IDs that you are authorised to use to send sender ID messages for an entity:

1. Click on the **Entities** tab.
2. Click the **check box** next to the entity name.
3. Click on the **Filter Sender IDs** button.

You will be taken to the **Sender IDs tab** with a filter applied so you only see the registered sender IDs for the selected entity that you are authorised to send messages for. To remove the filter and see all the registered sender IDs registered (for all your customers) that you are authorised to send messages for:

4. Click on the **Entity filter**.
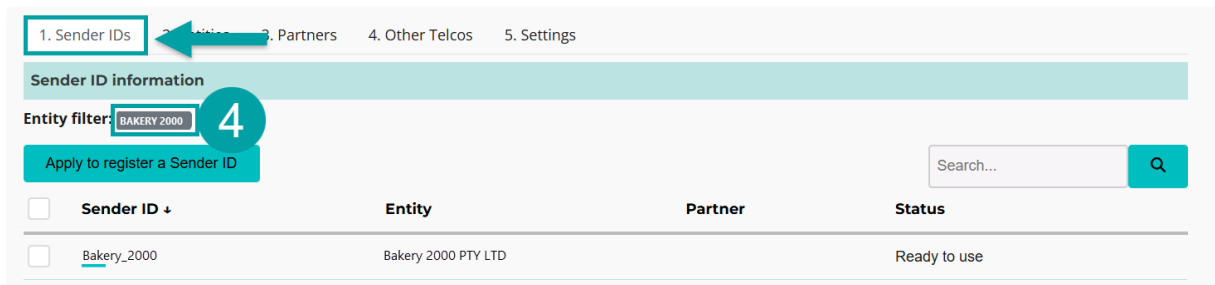
The filter will be removed, and you will see the full list of the registered sender IDs you are authorised to send messages for.

4.4.3 Update entity details

You may need to update an entity's details, for example, if they contact you to advise that they have a new business address.
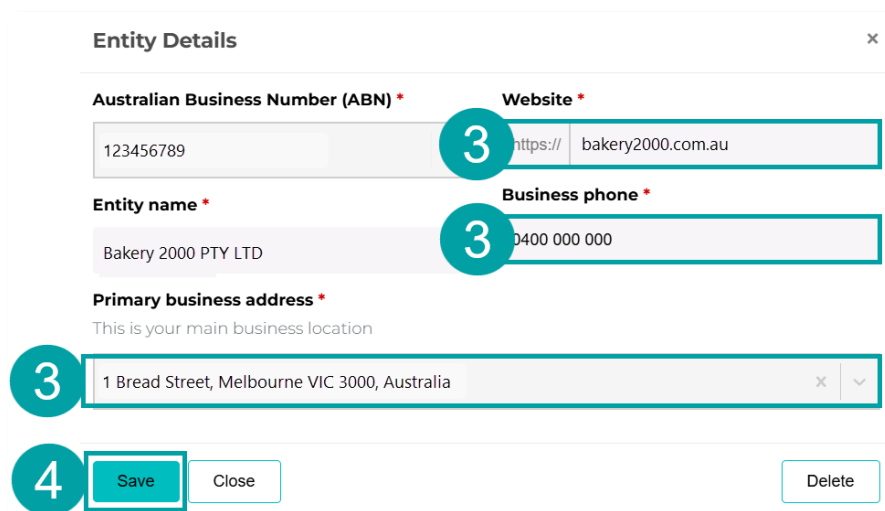
To update an entity's detail:

1. Click on the **Entities** tab.
2. Click on the **Entity name**.
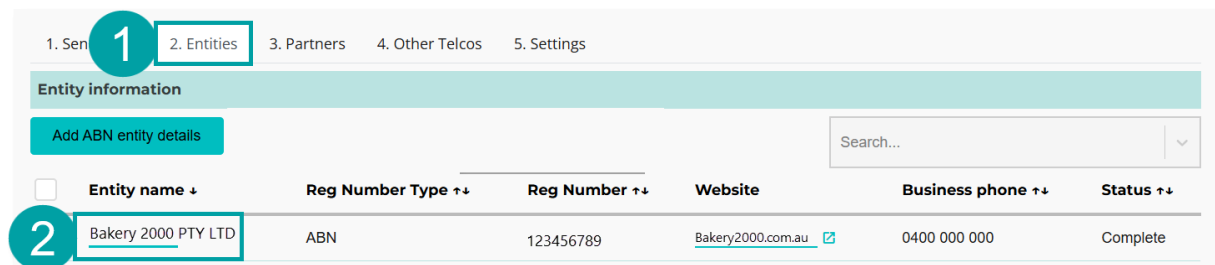
A pop-up window will appear.

3. Edit the information in the **Website** (or social media page), **Business phone** and/or **Primary business address** fields as needed (the **ABN** or **Entity name** cannot be edited).
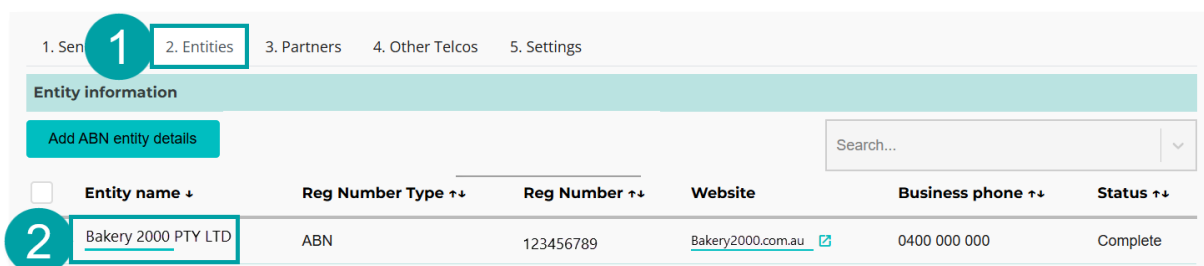4. Click the **Save** button.

4.4.4 Remove an entity from your account/dashboard

Note: You must remove your authorisation for all sender IDs associated with an entity before you can remove that entity from your account. Refer to 4.3.5 Remove your authorisation for a sender ID for instructions.

To remove an entity from your account:

1. Click on the **Entities** tab.
2. Click on the **Entity name**.
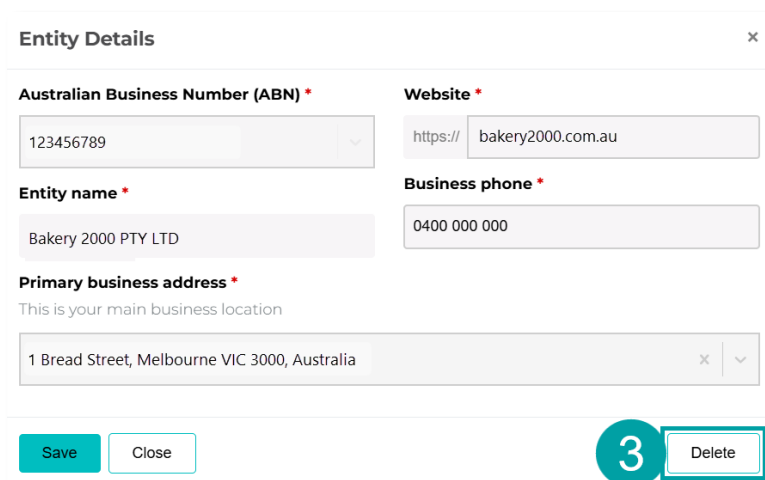
A pop-up window will appear.

3. Click on the **Delete** button to remove the entity from your account. This does not remove the entity from the register.

4.5 Add, manage and remove telco partners and entity associates

Originating telcos can add telco partners to the register and register entity associates.

Examples of an entity associate include:

- a research company that has been engaged by a bank to send messages for the bank, using its sender ID
- a sports club that is authorised to send messages, using a sender ID that is owned by a sports league
- an advertising or marketing agency engaged by a business to run advertising and promotional campaigns, using a sender ID owned by that business.

4.5.1 Add a telco partner

> ⚠️ **Note:** If the telco partner is an EMSP with an ABN, they must apply to become an originating telco before they can be added as a telco partner (Refer to 3.1).

Telcos may add a telco partner, such as an international partner or an EMSP partner, to support entities in registering sender IDs and sending messages with registered sender IDs.

International partners are not direct register participants and only interact with the register through their relationship with the participating telco.

EMSP partners are direct participants that have made arrangements with another participating telco to fulfill all or some of their obligations.

In most circumstances, a telco partner has a direct relationship with an entity, and the participating telco will undertake all register-related actions on behalf of the telco partner.

1. Click on the **Partners** tab.
2. Click on the **Add telco partner details** button to add a partner telco to the register.

A pop-up window will appear. The next steps will depend on whether the telco partner has an ABN.

- Option 1 - the telco partner has an ABN (it is an EMSP Partner)
- Option 2 - the telco partner doesn't have an ABN (it is an international partner)

Option 1 - the telco partner has an ABN (it is an EMSP Partner)

3. Choose **ABN** from the **Business registration type** drop-down menu.
4. Enter the partner telco's ABN in the **Australian Business Number (ABN)** field.
5. The partner telco's name will auto populate in the **Telco partner name** field.
6. Enter the telco partner's website in the **Website** field.
7. Enter the telco partner's phone number in the **Telephone** field.
8. Enter the telco partner's address in the **address** field.

Option 2 - the telco partner doesn't have an ABN (it is an international partner)

3. Select **Other** from the **Business registration type** drop-down menu.

> ⚠️ **Note:** Once you have entered a new business registration type it will appear in the **Business registration type** field drop down menu (3). You can skip step 4 for any future applications with the same registration type.

4. In the **Business registration number** field, enter the entity associate's **unique identifier**. If the entity associate's official recognition or certification does not include a unique identifier, enter the entity name exactly as it is entered on the official record of recognition or certification.
5. Enter the telco partner's business registration in the **Business registration number** field.
6. The partner telco's name will auto populate in the **Telco partner name** field.
7. Enter the telco partner's website in the **Website** field.
8. Enter the telco partner's phone number in the **Telephone** field.
9. Select the telco partner's country of registration in the **Country of registration** field.
10. Enter the telco partner's address in the **address** field.

Contact details

11. Enter the details of the contact person of the telco in the **Contact details** fields.
12. Click the **Save** button.
13.

The telco partner will be added to your partner list and be ready to use.

> ⚠️ **Note:** adding a telco partner does not mean the partner is a participating telco. Only Australian telcos can apply to directly participate in the register. These applications must be made to the ACMA (Refer to 3.1) and must be approved by the ACMA.

4.5.2 Register an entity associate

If an entity associate submits an application request to you, you must apply to register it by following the steps below.

To apply to register an entity associate:

1. Click on the **Partners** tab.
2. Click on the **Apply to register an entity associate** button.

A pop-up window will appear.

3. If the entity associate is applying via a [telco partner](#), select the telco partner from the **Telco Partner** drop-down list.

> ⚠️ **Note:** If you are applying to register an entity associate in collaboration with an [International partner](#), you must first add the partner to your account. Refer to [4.5.1 Add a telco partner](#) for instructions.
>
> If you are applying to register an entity associate in collaboration with an [EMSP partner](#), they first must be approved to participate in the SMS Sender ID Register as an originating telco. You must then add them as a telco partner to your account. Refer to [4.5.1 Add a telco partner](#) for instructions.

4. Enter the entity associate's ABN in the **Australian Business Number (ABN)** field.
5. The entity associate's business name will auto populate in the **Business name** field.
6. Enter the entity associate's website or social media page in the **Website** field.
7. Enter the entity associate's phone number in the **Telephone** field.
8. Enter the entity associate's address in the **Address** field.

Application to register an entity associate   ✕

Telco Partner
A Telco Partner refers to an EMSP or international telco that collaborates with a certified or participating Australian provider to register and send Sender ID messages

3 | Search... | ⌄ |

Australian Business Number (ABN) *

4 | Type company name or ABN... | ⌄ |

Business name
An Entity Associate is an organisation authorised to send messages using another entity's registered Sender ID.

5 | |

Web address *   **Telephone**
The entity's website or online presence on a
social media platform must be provided. | | **7**

6 | https:// | |

Address *
If the entity is a company - the full address of the entity's registered office; or If the entity is not a company - the entity's principal place of business, operation or administration;

8 | | ✕ | ⌄ |

Contact details

9. Enter the details of a representative of the entity associate in the **Contact details** fields. These details will be used to contact the entity associate to ask them to confirm their registration as an entity associate.

10. Click on the **Submit** button.

The entity associate will be added to your dashboard with the status of **Pending partner verification**. Once the entity associate contact has confirmed the registration and the registration has been approved, the status will change to **Ready to use**.

Before an entity associate can send messages using another entity's sender ID:

- you must submit an application to register the sender ID (section [4.3.3](#)) for the entity (sender ID owner).
- the sender ID owner must agree to register the sender ID and authorise the entity associate to use that sender ID, and the ACMA must approve the application.

If the sender ID is registered (and the entity associate is registered to participate in the register), **you must notify the entity associate that they are authorised to use the sender ID after 1 July 2026**.

4.6 Review and export the list of registered sender IDs

Only [terminating telcos](#) can view and export the list of registered sender IDs. This is because terminating telcos need to access this list to fulfil their obligation under [the Standard](#) to over-stamp any unregistered sender IDs with 'Unverified' before terminating sender ID messages.

To view the list:

1. Click on the **Registered Sender ID List** tab.
2. Click on the **Changes since date…** field to select a date and time.

The list of registered sender IDs will be filtered to only show changes that occurred after the date and time selected.

To export the list of registered sender IDs:

3. Click on the **Export** button.

A **csv file** showing the **sender ID**, the **change** (added/removed) and the **date and time** will be downloaded to your computer.

Changes include:

- **Added** – the sender ID has been added to the register.
- **Removed** – the sender ID has been removed from the register.

> **Note:** If you have a date and time filter applied, the csv file will only show changes to sender IDs from that date and time. To download all changes, remove the filter from the **Changes since date** field.

4.7 View a list of all participating telcos for the register

Telcos must regularly check the list of participating telcos to avoid sending messages to, or receiving messages from, non-participating telcos. This helps maintain the integrity of the register and supports efforts to prevent SMS sender ID scams.

To view a list of all [participating telcos](#):

1. Click on the **Other Telcos** tab.
2. Browse the list or type the name of the telco you are looking for into the **Search** field. Press **Enter**.
3. Click on the telco's **Website** to be taken to their website for more information about the telco.

Telco name ↓	ABN	Website
1. Registered Sende **(1)** 2. Other Telcos	3. Settings	
Telco information		
		(2) Search... 🔍
John's Telco	123456789	**(3)** johns.com.au ⧉
We Send SMS	987654321	wesendsms.com ⧉

Support

If you need further support, or to provide feedback, please email
senderIDregister@acma.gov.au

If you need support using ACMA Assist, please email info@acma.gov.au.