

SMS Sender ID Register

User guide for businesses and organisations

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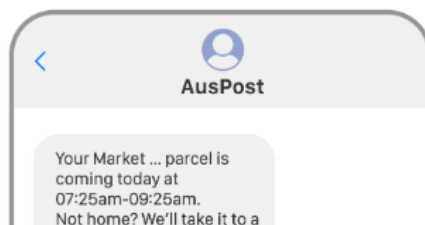
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1. Introduction

From **1 July 2026**, the SMS Sender ID Register will stop scammers using sender IDs in text messages to impersonate brands and organisations.

A sender ID is the name at the top of text messages from businesses or organisations. It tells you who the message is from, like 'ATO', 'AusPost' or 'myGov'.



Businesses or organisations that use sender IDs will only be able to send text messages with a sender ID if it is registered.

If you use sender IDs, you need to contact your SMS providers ([telcos](#), including message providers that send SMS/MMS messages for you) to register your sender IDs before **1 July 2026** to avoid disruption.

Any unregistered sender IDs sent from **1 July 2026** will be replaced with the word '**Unverified**'.

SMS/MMS messages with unregistered sender IDs will be grouped together in a single 'Unverified' message thread on mobile phones, indicating they may be scams.

Contact your SMS providers as early as possible to register your sender ID, to avoid your messages being disrupted, or your registration application being caught in any last-minute rush.

Refer to the [ACMA website](#) for more information.

Purpose

You can apply to participate in the register and register sender IDs if you are an [entity](#) or an [entity associate](#).

This guide provides instructions about how entities who have an Australian Business Number (ABN) can access the SMS Sender ID Register, and use the register to:

- confirm applications submitted by your SMS providers to register sender IDs
- authorise other people who represent your organisation to access the register
- revoke sender IDs for your organisation
- update your contact details.

If you do not have an ABN, please follow instructions to [register a sender ID if you don't have an ABN](#).

Overview of application process

- Contact your SMS providers ([telcos](#)) to apply to register your sender IDs.
- After the provider has submitted the application, access the register (using this guide) to confirm the application. The application will not be processed if you do not confirm.
- The ACMA will notify you whether the application has been approved and if it is, when your sender ID will be registered.
- You must contact each provider that you want to send messages with, to authorise them to send messages for you using your registered sender ID after 1 July 2026. The authorisation process is very similar to the application process.

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*.

ABN entity

An entity with an Australian Business Number (ABN) as listed on the Australian Business Register (ABR).

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.

Customer

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

Entity

One of the following who uses or proposes to use sender ID 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 that is authorised to send messages using a sender ID that belongs to another entity (the sender ID owner). For example, you are an entity associate if you 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.

If you are an entity associate for another entity, the application process consists of 2 parts.

The telco that you contact to apply must:

- submit an application for you to participate in the register
- submit an application to register the sender ID which belongs to the sender ID owner. This includes confirmation that the sender ID owner agrees to register the sender ID and gives you permission to use that sender ID.

See Appendix A for more information.

Telecommunications provider (telco)

Any of the following:

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

This means any telco or message provider that sends SMS or MMS messages for you.

3. Preparing to participate in the register

3.1 Ensure your sender IDs meet the valid use case rules

You can only register sender IDs which meet the criteria in 3.1.1 and 3.1.2 below. This means that you may not be able to use some or all your current sender IDs after 1 July 2026, when any unregistered sender IDs will be replaced with the word 'Unverified'.

Review your sender IDs to ensure they meet the criteria below before asking your [telco](#) to register them on your behalf.

3.1.1 Validation rules

Sender ID's must:

- be 2 to 11 characters long
- include only characters 32–126 from the *American Standard Code for Information Interchange* (ASCII) decimal codes. ASCII can be accessed free of charge at [ascii-code.com](https://www.asciicode.com)
- not solely consist of '[restricted](#)' words published on the ACMA's website
- not consist only of numbers
- not contain a space or underscore at the beginning or end
- not contain the word 'Unverified'
- not be offensive, deceptive, or misleading
- have a valid use case (e.g., it must match your registered business name, company name, trademark, or domain name – see next section for more information)

Please note: sender IDs are case-insensitive (e.g., 'ACMA' is the same as 'acma').

3.1.2 Valid use case

To be registered, a sender ID must be clearly linked to your organisation. This helps consumers recognise who the message is from and reduces the risk of confusion or impersonation.

As an organisation with an Australian Business Number (ABN), your sender ID must match your organisation's:

- registered business name in the Business Names Register, and the status of the business name must be 'registered'
- company name in the Australian Business Register, and the status of the related ABN relating to the entity must be 'active'
- trademark included in the Register of Trade Marks or an equivalent international register of trademarks, and the status of the trademark must be 'registered', or
- domain name for which your organisation is the "registrant" in the whois.auda.org.au database, and either:
 - the registered domain name is used for a legitimate website that can be accessed via the internet, or
 - the registered domain name is used for an active email account.



Note: The sender ID for an organisation that does not have any ABN must match the organisation's trademark or an official register or record in the country in which the entity is based.

You can register a sender ID that:

- is the same as your organisation's name, or a shortened version (e.g., 'Australian Taxation Office' → 'ATO')
- is an acronym, contraction, abbreviation or initialism of your name (e.g., 'Australian Communications and Media Authority' → 'ACMA')
- includes extra words that relate to your organisation's function, location, or the purpose of the message (e.g., 'ACMA Alerts').

If it doesn't meet these criteria, the ACMA will not accept an application to register the sender ID.

There is an exception to the valid use case if:

- you are a government agency
- the sender ID relates to an emergency, or a matter of public health, safety or security, and
- you have provided satisfactory evidence to the telco of the reason why you want to use the non-matching sender ID.

3.2 Update your authorised contacts on the Australian Business Register (ABR)

Make sure the authorised contacts for your organisation on the ABR are up to date. To obtain access to the register after your [telco](#) applies to register a sender ID on your behalf, you either must be listed as an authorised contact on the ABR, or be approved by an authorised contact on the ABR. If the authorised contacts for your organisation on the ABR are not up to date, you will not be able to access the register.

View more information on [how to update your authorised contacts](#).

3.3 Set up a myID Digital ID

The SMS Sender ID Register is on the ACMA's online portal [ACMA Assist](#). You will need to prove your identity using the Australian Government's Digital ID app [myID](#) when logging on to ACMA Assist to view, confirm and revoke sender IDs for your organisation.

For more information on how to set up myID, refer to [How to set up myID](#).

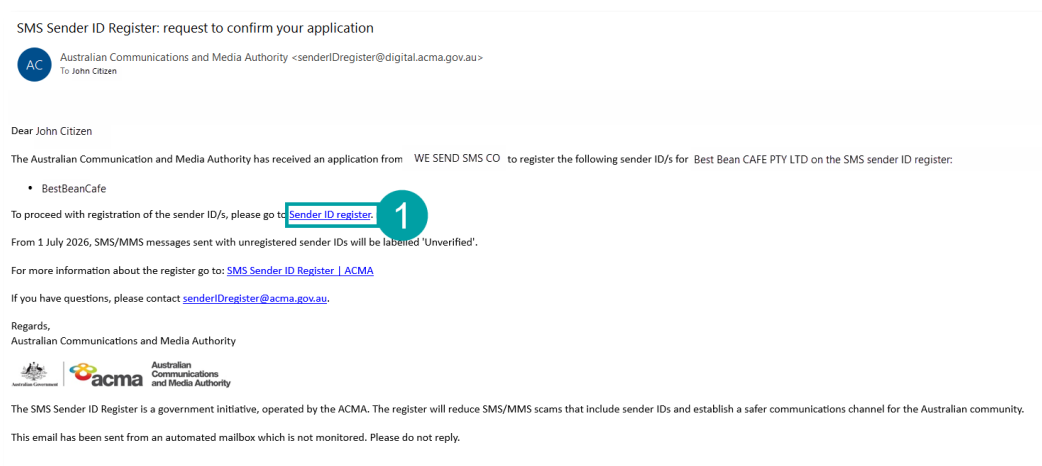
4. Using the register

4.1 Accessing the register for the first time

If you are an [entity](#) or an [entity associate](#), you must apply to participate in the SMS Sender ID Register and register sender IDs through your [telco](#). After the telco submits your application, you will receive an email from the ACMA asking you to confirm the application. An account for your organisation will be created the first time your organisation accesses the register and completes the process outlined below.

To access the register for the first time:

1. Click on the **Sender ID register link** in the 'request to confirm your application' email. You must use this link to go to the correct page.

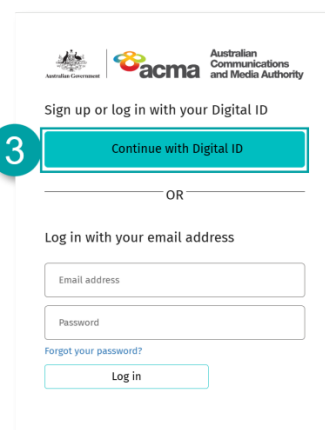
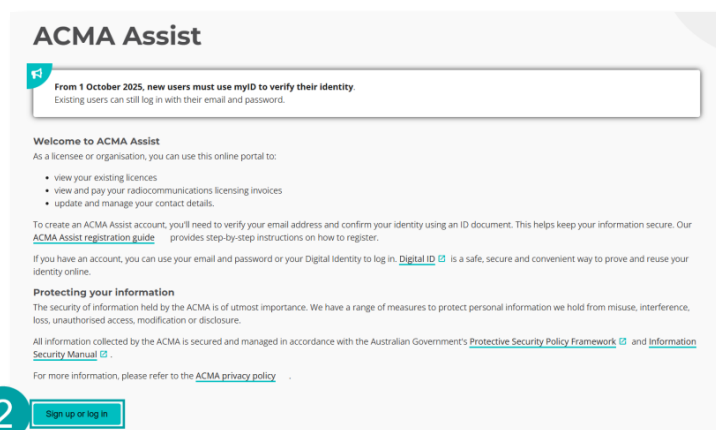


You will be taken to the ACMA Assist log in page where you will need to log in using your Digital ID (myID).

2. Click on the **Sign up or log in** button.

A pop up will appear

3. Click on the **Continue with Digital ID** button.



You will be taken to the Australian Government myID log in page. Follow the prompts to log in using your Digital ID.



Note: For assistance **logging in using your digital ID**, refer to [Instructions](#) (step 5 onwards).

For assistance **setting up a myID account**, refer to [How to set up myID](#)

4.1.1 Verify your ABN and entity name

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. If you are an [entity](#), you can skip to section [4.3.2](#) (from step 4) to confirm the registration of your sender ID(s), and if you are an [entity associate](#), you can skip to section [4.4.2](#) (from step 2) to confirm your application to participate in the register.

If the ABN and [entity](#) name are correct:

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

The screenshot shows the 'SMS Sender ID Register' page. At the top, it says 'Welcome to the SMS Sender ID Register. Before you can start using the register we need to authorise your access. Please select your company ABN and follow the instructions.' Below this is the heading 'Verify your ABN' and the instruction 'Please confirm this is your ABN and entity name'. There are two main input fields: 'Australian Business Number (ABN) *' with the value '123456789' and 'Entity name' with the value 'Best Bean CAFE PTY LTD'. Below the ABN field, there are two radio buttons: 'Yes' (selected) and 'No'. Below the 'Yes' radio button, there is a 'Next' button. The page is annotated with a '1' next to the 'Yes' radio button and a '2' next to the 'Next' button, corresponding to the steps in the text above.

4.1.2 Verify your email

Next you need to prove that you are authorised to access the register on your organisation's behalf. In the previous section ([4.1](#)), 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 be taken to your organisation's account for the register.

To confirm your application, go to section:

- Section [4.3.2](#) (from step 4) if you are an [entity](#)
- Section [4.4.2](#) (from step 2) if you are an [entity associate](#)

To add or delete other business administrators and authorised users to ACMA Assist go to section [4.2](#).

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.

The screenshot shows a form titled "Alternative email registration". Below the title is a question: "The email address you are using is not registered with the Australian Business Register (ABR). Do you have an alternative email address registered with the ABR?". There are two radio button options: "Yes" and "No". The "Yes" option is selected. Below the radio buttons are two buttons: "Back" and "Next". A red circle with the number "1" is next to the "Yes" radio button, and a red circle with the number "2" is next to the "Next" button.

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

The screenshot shows a form titled "Register your alternative email address". Below the title is a text input field labeled "Email address *". Below the input field are two buttons: "Back" and "Next". A red circle with the number "3" is next to the input field, and a red circle with the number "4" is next to the "Next" button.

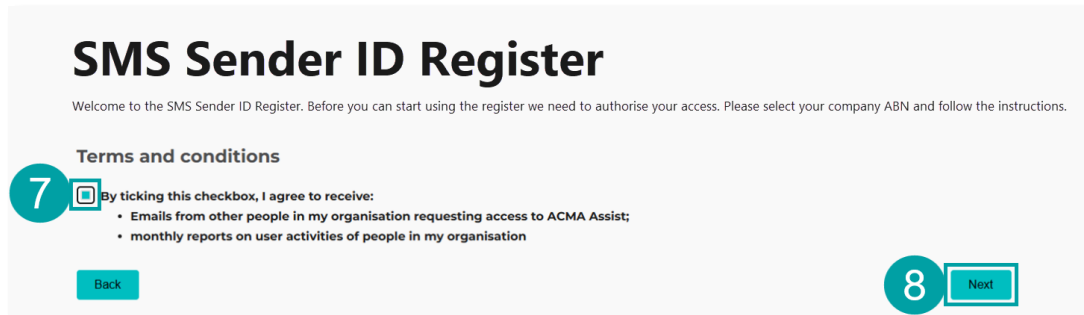
You will receive an email that contains a verification code.

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

The screenshot shows a form titled "Verify your alternative email address". Below the title is a message: "A verification code has been sent to your email address." Below the message is a text input field labeled "Please enter the verification code: *". Below the input field are two buttons: "Back" and "Next". A red circle with the number "5" is next to the input field, and a red circle with the number "6" is next to the "Next" button.

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.



The screenshot shows the 'SMS Sender ID Register' interface. At the top, it says 'Welcome to the SMS Sender ID Register. Before you can start using the register we need to authorise your access. Please select your company ABN and follow the instructions.' Below this is the 'Terms and conditions' section. A large teal circle with the number '7' is next to a checkbox that is checked. The text says 'By ticking this checkbox, I agree to receive:' followed by two bullet points: 'Emails from other people in my organisation requesting access to ACMA Assist;' and 'monthly reports on user activities of people in my organisation'. At the bottom left is a 'Back' button. At the bottom right is a teal circle with the number '8' next to a 'Next' button.

You will be taken to your organisation's account for the register.

To confirm your application, go to section:

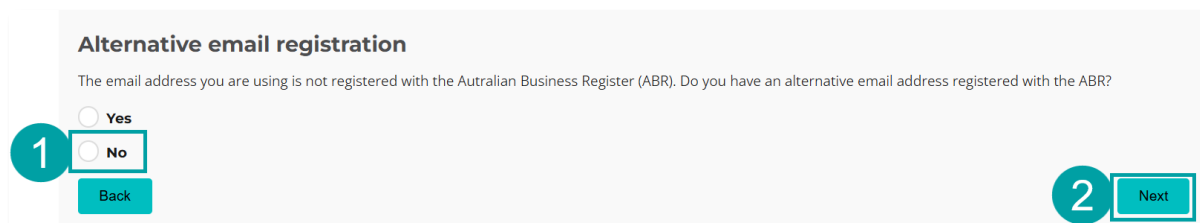
- Section [4.3.2](#) (from step 4) if you are an [entity](#)
- Section [4.4.2](#) (from step 2) if you are an [entity associate](#)

To add or delete other business administrators and authorised users to ACMA Assist go to section [4.2](#).

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.



The screenshot shows the 'Alternative email registration' screen. It asks 'The email address you are using is not registered with the Australian Business Register (ABR). Do you have an alternative email address registered with the ABR?'. There are two radio buttons: 'Yes' and 'No'. A large teal circle with the number '1' is next to the 'No' radio button, which is selected. At the bottom left is a 'Back' button. At the bottom right is a teal circle with the number '2' next to a 'Next' button.

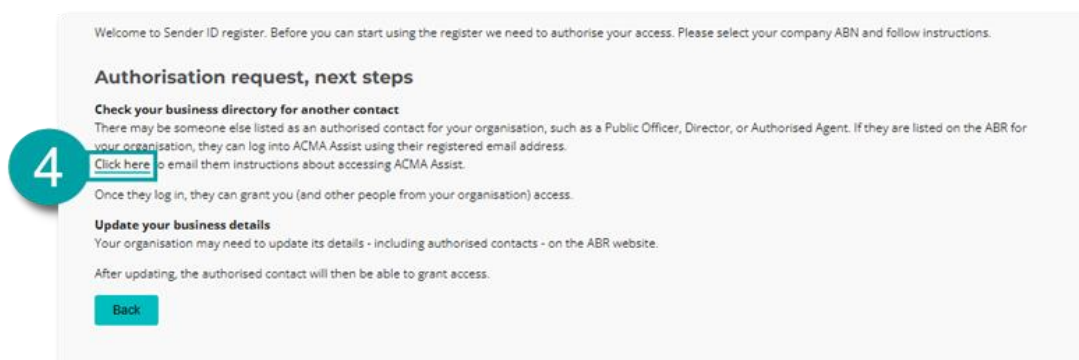
A pop up will appear.

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 *Best Bean CAFÉ* 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 Register at <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 *Best Bean CAFE'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 *Best Bean CAFE*
2. give me access to *Best Bean CAFE'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 *Best Bean CAFE*’s register account

- After you log in to ACMA Assist, you will be asked to authorise *Best Bean CAFE*’s register account. This includes confirming *Best Bean CAFE*’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 *Best Bean CAFE*’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 *Best Bean CAFE* across the SMS Sender ID Register. As a business administrator, I will be able to grant other users access to the *Best Bean CAFE*’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 *Best Bean CAFE*’s register account to a specific timeframe.

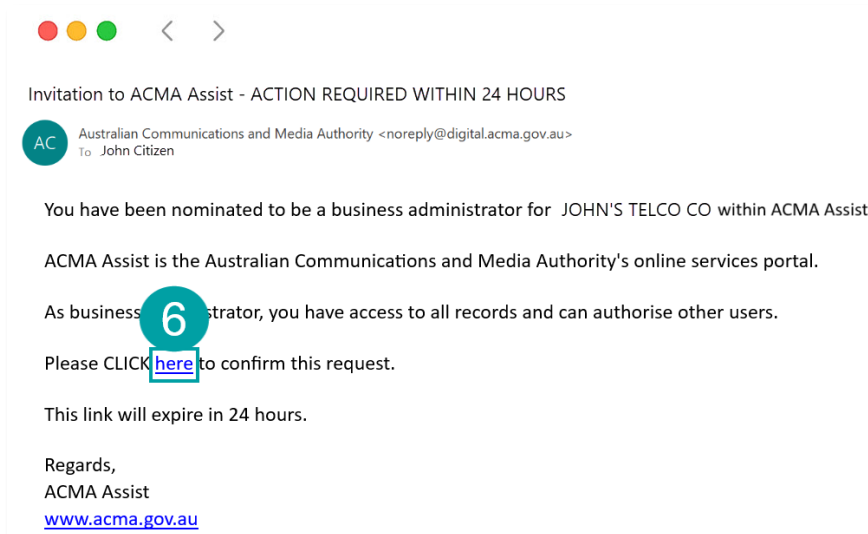
If you have any questions, please contact me on [INSERT WORK PHONE NUMBER]

Regards,

[Insert your name]

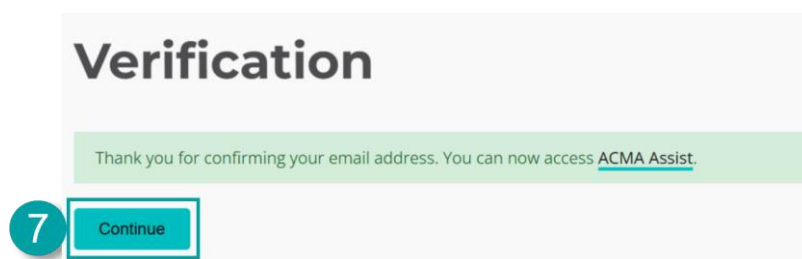
If the authorised contact listed on the ABR for your organisation grants you access, you will receive an email advising that access has been granted that contains a link to ACMA Assist.

6. Click on the link in that email.



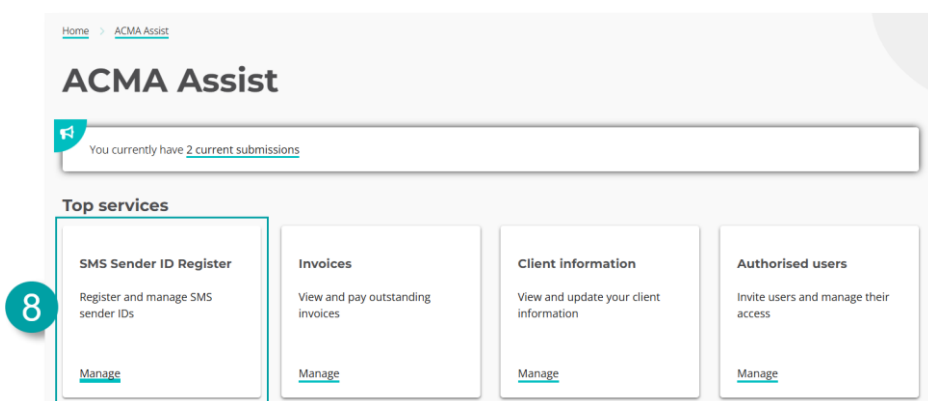
Note: The link will expire in 24 hours, after that time you will need to ask the authorised contact to grant you access again.

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.



To confirm your application, go to section:

- Section [4.3.2](#) (from step 4) if you are an [entity](#)
- Section [4.4.2](#) (from step 2) if you are an [entity associate](#)

To add or delete other business administrators and authorised users to ACMA Assist go to section [4.2](#).

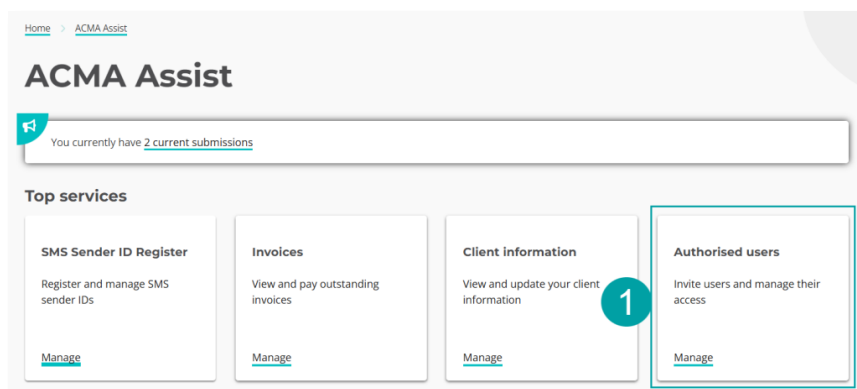
4.2 Add or delete other business administrators and authorised users to ACMA Assist

As a business administrator, you can add authorised users to your business or organisation's account on the register. Authorised users can perform all or some actions in the register (depending on the permission settings), 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.

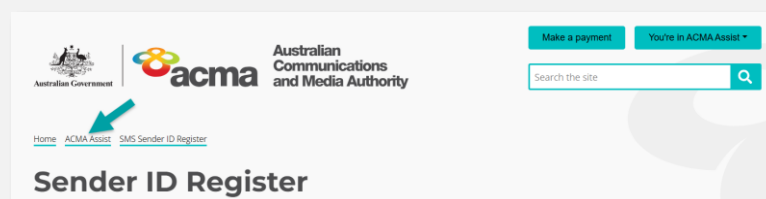
4.2.1 Add other business administrators and authorised users to ACMA Assist

From the ACMA Assist homepage:

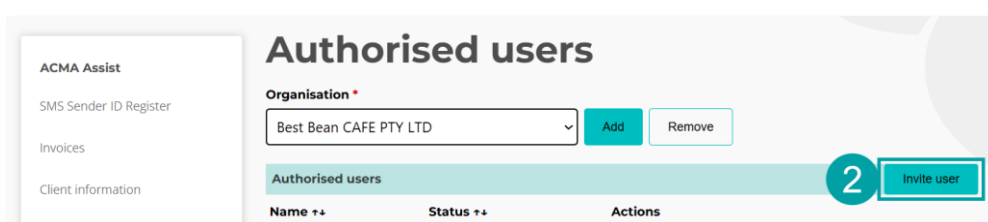
1. Click on the **Authorised users** tile.



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.

Invite new user

3 **Email ***

4 **First name** **Last name ***

Please enter the person's official name. These will be checked during invite confirmation.

5 **Message ***

6 **Start date** **End date**

7 **Do you want the user to be a business administrator? ***

☐ Yes ☐ No

8. Select the user **permissions** from the drop-down menu.



Note: The only permission available to businesses and organisations is **Confirm/revoke sender IDs**.

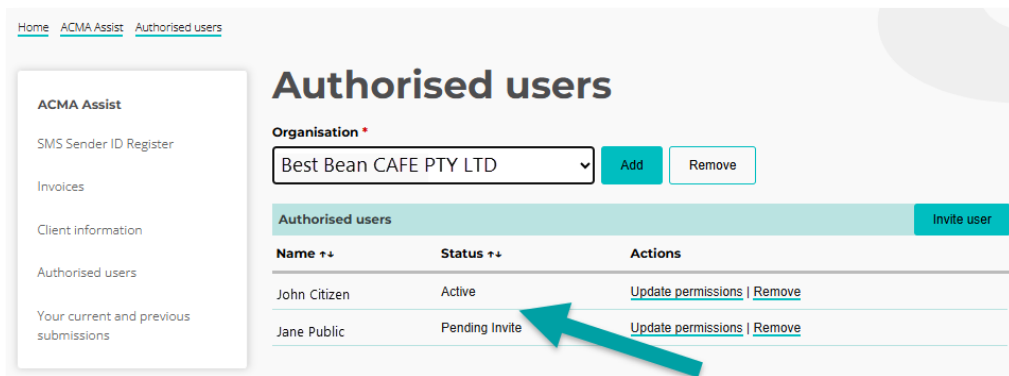
9. Click the **Invite** button.

Permissions

Client ID	Trading name	Authorised user permissions ⓘ
Best Bean CAFE PTY LTD	Best Bean C	8 Confirm/revoke sender IDs x x v

9 **Invite**

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**.

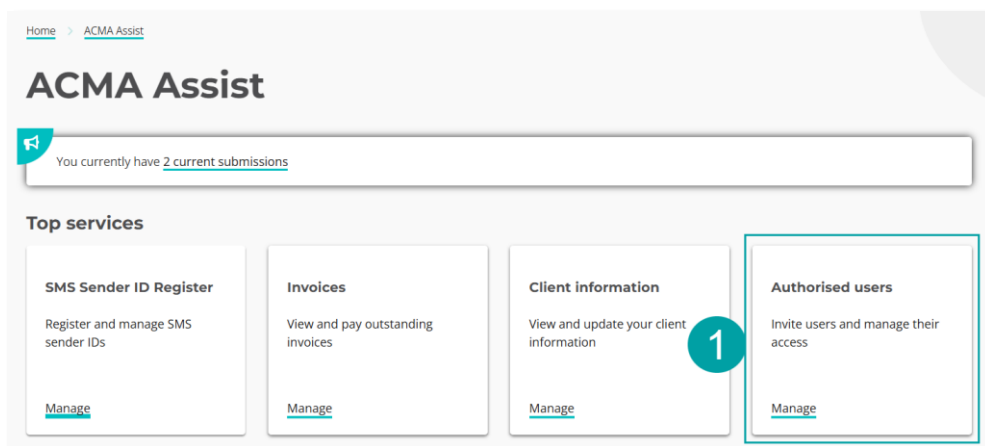


4.2.2 Update user permissions

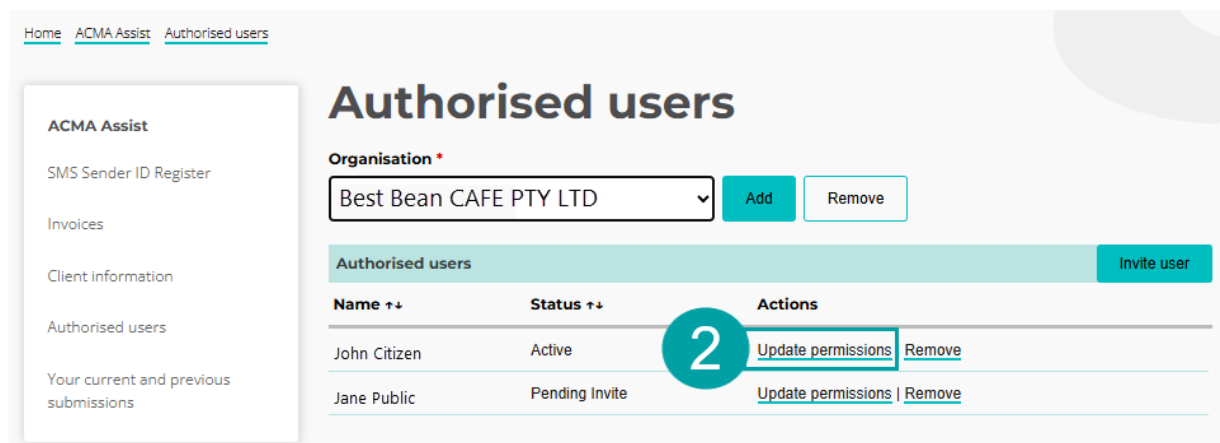
Business administrators can update user permissions at any time.

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.
7. Click on the **Update** button

The screenshot shows a web form titled "Permissions for John Citizen". It contains several sections: "Start date" and "End date" fields, a question "Do you want the user to be a business administrator?" with "Yes" and "No" radio buttons, a "Permissions" table, and "Update" and "Back" buttons at the bottom. Numbered callouts (3-7) highlight specific elements: 3 points to the "Start date" field, 4 points to the "Do you want the user to be a business administrator?" question, 5 points to the "X" icon in the "Permissions" table, 6 points to the dropdown menu in the "Permissions" table, and 7 points to the "Update" button.

Permissions for John Citizen

Start date End date

06/12/2025

Do you want the user to be a business administrator? *

☐ Yes ☐ No

Permissions

Client ID	Trading name	Permissions
12345678	Best Bean CAFE PTY LTD	Confirm/revoke sender IDs <input type="button" value="X"/> <input type="button" value="5"/> <input type="button" value="6"/>

Update

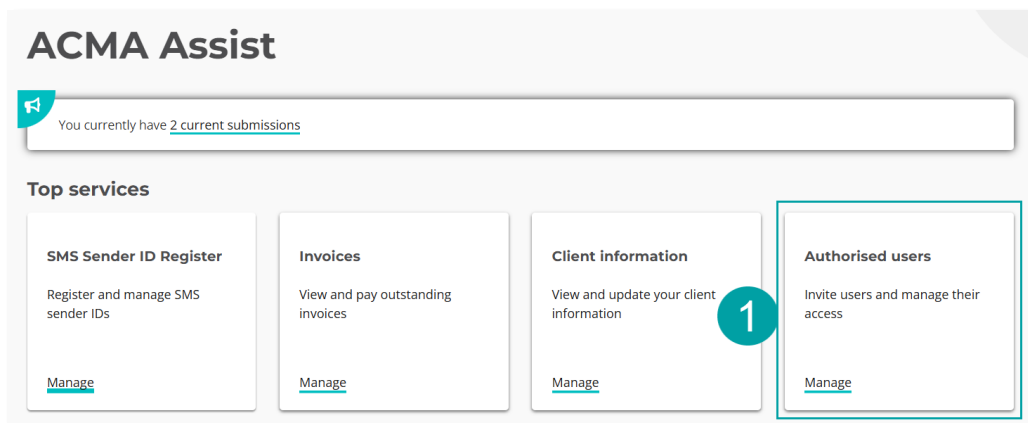
4.2.3 Delete other business administrators and authorised users from ACMA Assist



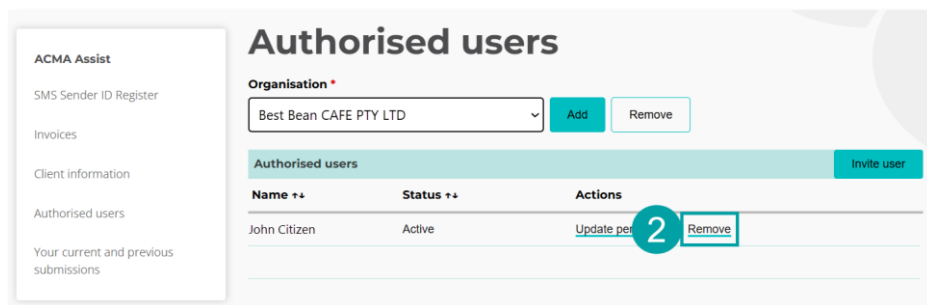
Note: The Terms and Conditions of Use of the register require business administrators to remove any authorised users or business administrators that are no longer authorised (for example, they are no longer employed by your organisation) as soon as practicable.

From the ACMA Assist homepage:

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

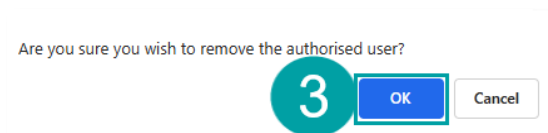


2. Click on the **Remove** link next to the user who you want to remove.



A pop up will appear

3. Click on the **OK** button



4.3 Using the register



Note: Your organisation will receive an email notification that includes a link to the register whenever there is an action to complete. If you want to access the register any other time you can do so from the [ACMA website](#). Refer to [section 4.5](#) for instructions.

You can view, search and manage sender IDs for your organisation via the sender IDs tab.

In the SMS Sender ID Register:

1. Click on the **Sender IDs** tab.

From this screen you can perform the following functions:

2. View the details of your sender IDs (Section [4.3.1](#)).
3. Confirm registration of a sender ID application (Section [4.3.2](#)).
4. Revoke a sender ID (Section [4.3.3](#)).

The screenshot shows the 'Your Sender IDs' management interface. At the top, there are two tabs: '1. Sender IDs' (selected) and '2. Settings'. Below the tabs, there are two buttons: '3. Confirm registration of Sender ID application' and '4. Revoke Sender ID'. To the right of these buttons is a search bar labeled 'Search...' with a magnifying glass icon. Below the buttons and search bar is a table with the following columns: 'Sender ID ↑↓', 'Service provider', 'Status ↓', and 'Updated by'. The table contains three rows of data. The first two rows have a status of 'Complete' and were updated by 'John Citizen'. The third row has a status of 'Registered by 12/11/2025 at 11:57am' and was updated by 'Jane Public'. Each row has a checkbox in the first column.

<input type="checkbox"/>	Sender ID ↑↓	Service provider	Status ↓	Updated by
<input type="checkbox"/>	BestBeanCafe	ABC123 Telecommunications	Complete	John Citizen
<input type="checkbox"/>	BestBeanCafe	We Send SMS	Complete	John Citizen
<input type="checkbox"/>	BBCoffeeClub	We Send SMS	Registered by 12/11/2025 at 11:57am	Jane Public

4.3.1 View the details of your sender IDs

This is where you will see a list of all your registered and pending sender IDs. Sender IDs that you have revoked will no longer appear in the list. The list includes the following information:

1. Sender ID

Sender IDs that have been registered for your organisation. There will be an entry for each [telco](#) that is authorised to send messages for you using that sender ID after 1 July 2026.

2. Service provider

The telco(s) that are authorised to send messages for you using that sender ID after 1 July 2026.

3. Status

The status of sender ID applications. This may be different for each telco you have authorised to send messages for you. Statuses include:

- **Pending** – the application to register the sender ID is awaiting your confirmation.
- **Registered by [date]** – The ACMA has approved your application and the sender ID will be registered by the specified date and time.
- **Complete** – The ACMA has approved your application and the sender ID is registered.
- **Under review** – The ACMA has flagged your application for review. You will be notified of the outcome of your application once the review is complete.

4. Updated by

The name of the last person from your organisation who updated the sender ID. You can click on the name to send that person an email.

1. Sender IDs

2. Settings

Your Sender IDs

Confirm registration of Sender ID application

Revoke Sender ID

Search...

<input type="checkbox"/>	Sender ID ↑↓	Service provider	Status ↓	Updated by
<input type="checkbox"/>	BestBeanCafe	ABC123 Telecommunications	Complete	John Citizen
<input type="checkbox"/>	BestBeanCafe	We Send SMS	Complete	John Citizen
<input type="checkbox"/>	CafeSALE	We Send SMS	Under review	Jane Public
<input type="checkbox"/>	BBCoffeeClub	We Send SMS	Registered by 12/11/2025 at 11:01am	Jane Public
<input type="checkbox"/>	BBStaff	We Send SMS	Pending	John Citizen

4.3.2 Confirm registration of sender ID(s)

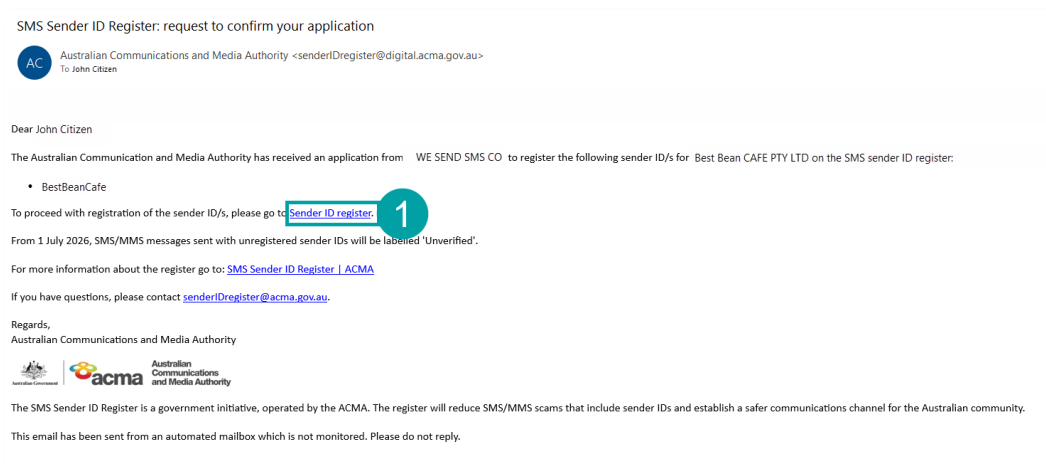
After your [telco](#) has applied to register sender ID(s) on your behalf you will receive an email asking if you want to proceed with the application.



Note: This section does not apply to entity associates. Refer to [4.4.2](#).

To confirm registration of the sender ID(s)

1. Click on the **Sender ID register** link in the email.



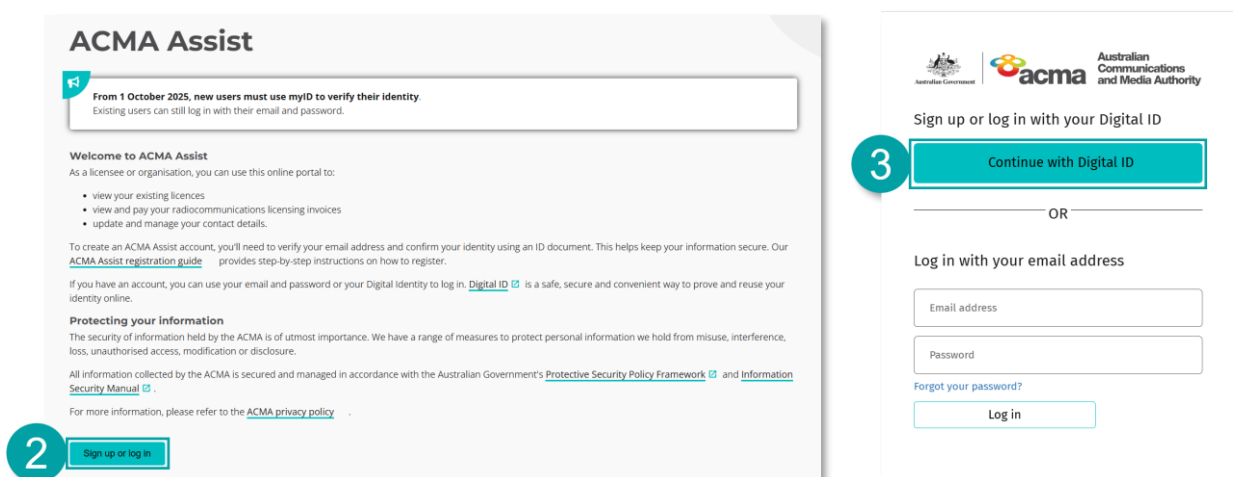
Note: If one of your [entity associates](#) has initiated the registration, the email will include the name of the entity associate that asked for your sender ID to be registered. By confirming the registration of the sender ID, you will also be confirming the entity associate is authorised to use that sender ID.

You will be taken to the ACMA Assist log in page, where you will need to log in using your Digital ID (myID). See <https://www.acma.gov.au/instructions> for more instructions.

2. Click on the **Sign up or log in** button.

A pop up will appear

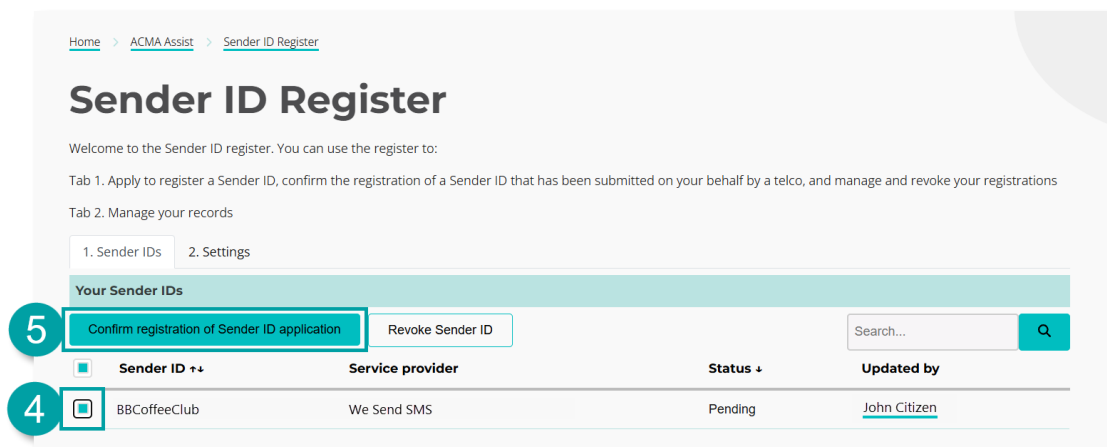
3. Click on the **Continue with Digital ID** button.



You will be taken to the Australian Government myID log in page. Follow the prompts to log in using your Digital ID.

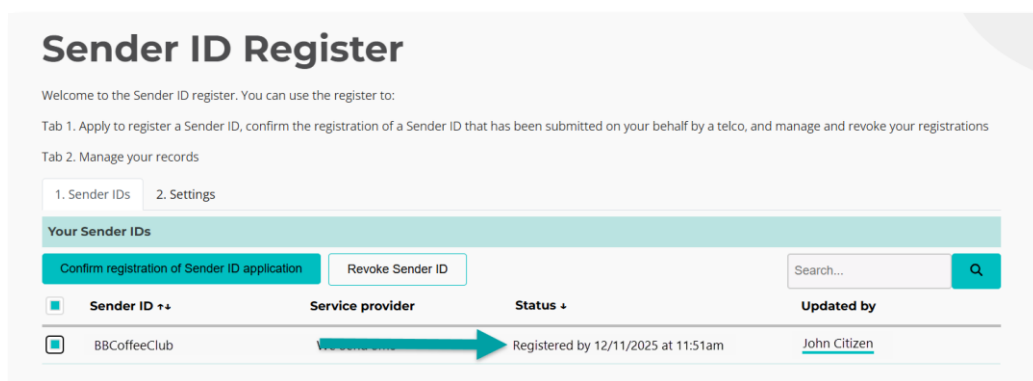
Once you log in, you will be taken to your account for the SMS Sender ID Register.

4. Click the box to the left of the sender ID(s) you want to confirm.
5. Click the **Confirm registration of Sender ID application** button.



The status will change from pending to one of the following:

- **Registered by [date]** – The ACMA has approved your application and the sender ID will be registered by the specified date and time.
- **Complete** – The ACMA has approved your application and the sender ID has been registered.
- **Under review** – The ACMA has flagged your application for review. You will be notified of the outcome of your application once the review is complete.



4.3.3 Revoke a sender ID

You can revoke the use of a sender ID from one or more [telcos](#) by logging on to the SMS Sender ID Register in ACMA Assist.

You can revoke the use of a sender ID from either:

- Selected telcos - the sender ID will remain on the register but will no longer be available for use with the selected telcos.
- All telcos – the sender ID will be removed from the register.

In the SMS Sender ID Register:

1. Click on the **Sender IDs** tab.
2. Select the sender ID(s) that you want to revoke access to.



Note: Removing access to a sender ID from all telcos (including where there is a single telco) will remove the sender ID from the register and all messages you send using the sender ID will be replaced with 'Unverified'.

3. Click on the **Revoke Sender ID** button.

<input type="checkbox"/>	Sender ID ↕	Service provider	Status ↕	Updated by
<input checked="" type="checkbox"/>	BestBeanCafe	ABC123 Telecommunications	Complete	John Citizen
<input checked="" type="checkbox"/>	BestBeanCafe	We Send SMS	Registered by 12/11/2025 at 11:57am	John Citizen
<input type="checkbox"/>	BBCoffeeClub	We Send SMS	Registered by 12/11/2025 at 11:57am	Jane Public

A pop-up box will appear

4. Click on the **Revoke** button.

Are you sure you want to revoke these Sender ID/s?

By confirming, you acknowledge that these Sender ID/s will be disabled and no longer available for use with the selected service providers.

If you have revoked these sender ID/s for all service providers this means your sender ID/s have been removed from the register. Any messages you send using these sender ID/s will be over stamped with unverified.

4

The sender ID(s) will be removed from your list and/or will no longer be available to the selected telco(s).

1. Sender IDs 2. Settings

Your Sender IDs

Confirm registration of Sender ID application Revoke Sender ID Search...

<input type="checkbox"/>	Sender ID ↗	Service provider	Status ↓	Updated by
<input type="checkbox"/>	BBCoffeeClub	We Send SMS	Complete	Jane Public

4.4 Entity associate tab

This tab will only be available if you have been registered as an [entity associate](#), that is, you are authorised to send sender ID messages using a sender ID registered by another entity (the sender ID owner).

The **entity associate** tab is where entity associates manage their participation in the register.

4.4.1 How to apply to be an entity associate

Go to [Appendix A](#) for information about:

- How to apply to be an entity associate
- What you need to do before you apply.

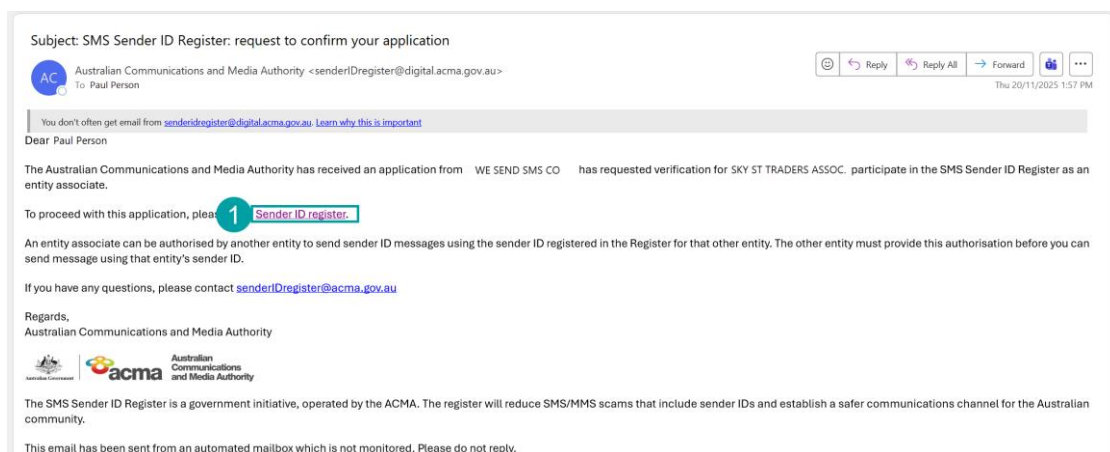
4.4.2 Confirm application to register as an entity associate

When a [telco](#) applies to register you as an entity associate, you will receive an email requesting you to confirm your application.



Note: If this is the first time your organisation has accessed the register, you will need to verify your ABN before continuing. Refer to [4.1 Accessing the register](#) for instructions.

1. Click on the **Sender ID register** link in the email



To confirm the application to register as an entity associate:

2. Click on the **Entity associate access** tab.
3. Check the box to the left of the telco (service provider).
4. Click on the **Confirm application to register entity associate** button.

Home > ACMA Assist > Sender ID Register

Sender ID Register

Welcome to the Sender ID register. You can use the register to:

- Tab 1. Apply to register a Sender ID, confirm the registration of a Sender ID that has been submitted on your behalf by a telco, and manage and revoke your registrations
- Tab 2. Manage entity associate access requests
- Tab 3. Manage your records

1. Sender IDs 2. Entity associate access 3. Settings

Partner information

4 Confirm application to register entity associate Revoke entity associate Search...

<input type="checkbox"/> Service Provider	Updated By	Status
3 <input checked="" type="checkbox"/> We Send SMS	Paul Person	Complete

If your application is approved by the ACMA, the status will update from **Pending** to **Complete**.

This means that you have been approved to participate in the register as an entity associate, but **you cannot send messages using another entity's sender ID** until your telco confirms that the sender ID owner has registered the sender ID, confirming that you can send messages using that sender ID.

Home > ACMA Assist > Sender ID Register

Sender ID Register

Welcome to the Sender ID register. You can use the register to:

- Tab 1. Apply to register a Sender ID, confirm the registration of a Sender ID that has been submitted on your behalf by a telco, and manage and revoke your registrations
- Tab 2. Manage entity associate access requests
- Tab 3. Manage your records

1. Sender IDs 2. Entity associate access 3. Settings

Partner information

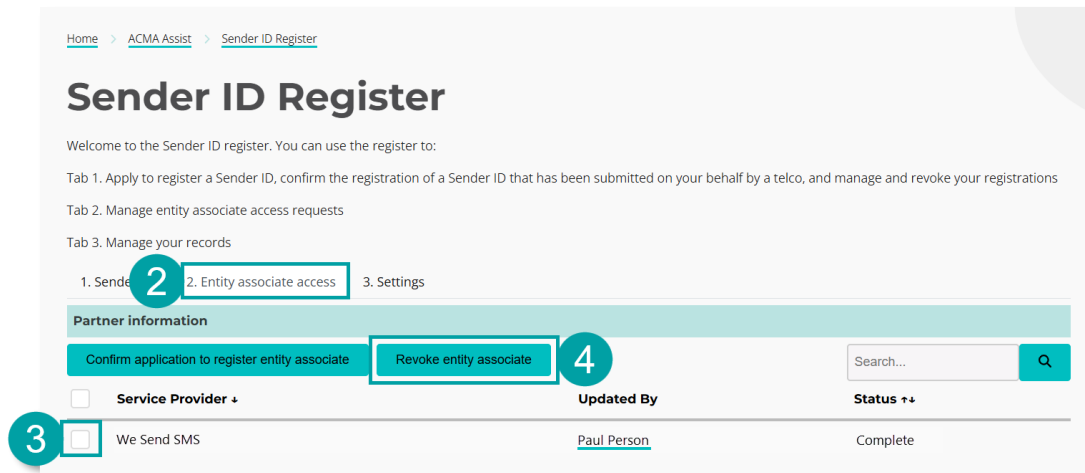
Confirm application to register entity associate Revoke entity associate Search...

<input type="checkbox"/> Service Provider	Updated By	Status
<input checked="" type="checkbox"/> We Send SMS	Paul Person	Pending

4.4.3 Revoke your registration as an entity associate

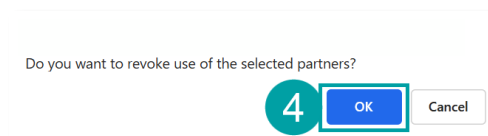
To revoke your registration as an entity associate, or to withdraw your authorisation for [telcos](#) to send messages on your behalf:

1. Click on the **Entity associate access** tab.
2. Check the box to the left of the telcos (service providers) you no longer want to use to send messages for you. If you select all the telcos, this will revoke your participation on the register.
3. Click on the **Revoke entity associate** button.

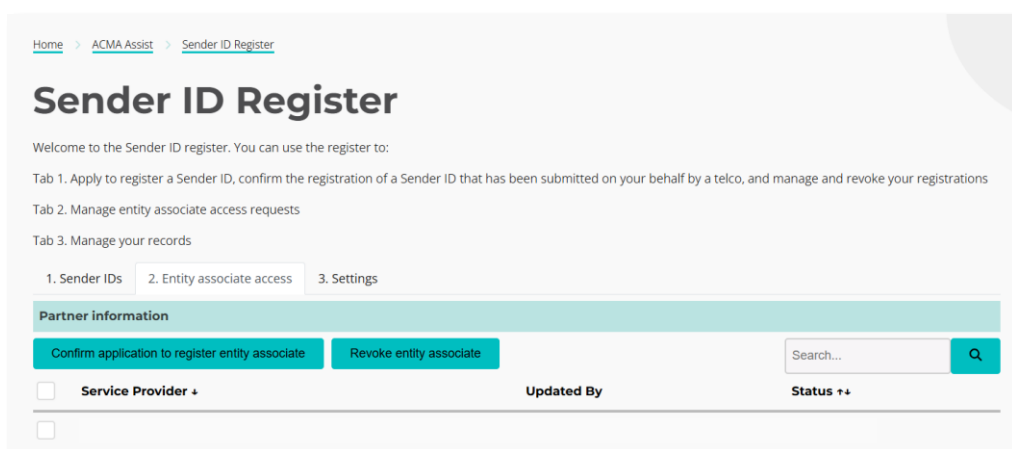


A pop up will appear

4. Click on the **Revoke entity associate** button.



The selected telco will no longer appear in your **Entity associate access** tab.



4.5 Settings tab

You can enter an email address to receive notifications about the registration status of your organisation's sender ID(s) in the **settings** tab. If you enter an email here, it will be copied into all correspondence sent to your organisation about your sender ID(s). We recommend entering an email that all relevant staff in your organisation can access.

1. Click on the **Settings** tab.
2. Enter the email address into the **Notification mailbox**.
3. Click on the **Save settings** button.

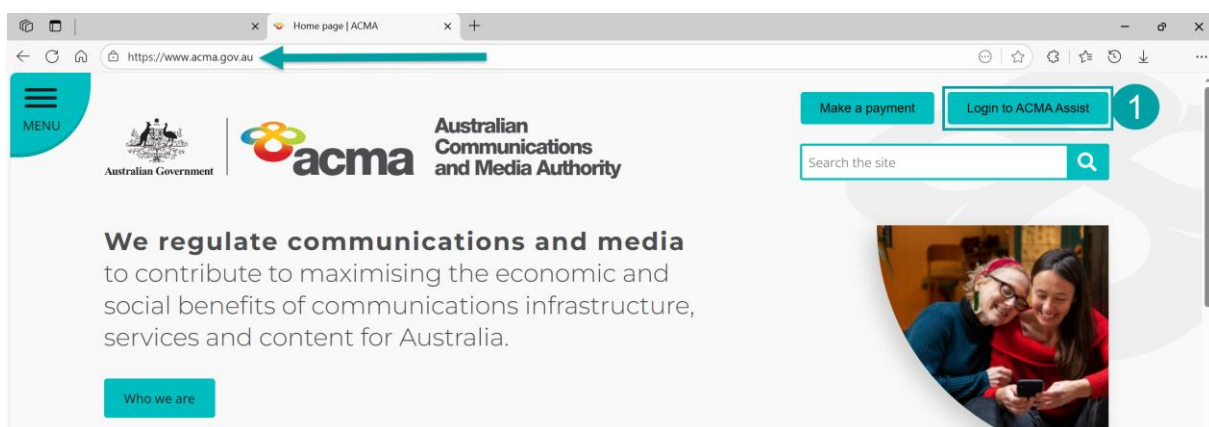
The screenshot shows the 'Sender ID Register' page. At the top, there are navigation links: 'Home', 'ACMA Assist', and 'Sender ID Register'. The main heading is 'Sender ID Register'. Below it, a welcome message states: 'Welcome to the Sender ID register. You can use the register to:'. Two tabs are listed: 'Tab 1. Apply to register a Sender ID, confirm the registration of a Sender ID that has been submitted on your behalf by a telco, and manage and revoke your registrations' and 'Tab 2. Manage your records'. Under 'Tab 2', there are two sub-tabs: '1. Sender ID' and '2. Settings'. The '2. Settings' tab is selected and highlighted with a blue circle and the number '2'. Below the tabs, there is a section titled 'Your client records'. Under this, there is a 'Client record' section with a dropdown menu showing 'Best Bean CAFE PTY LTD'. Below this, it says 'You can add or remove client records.' Then, there is a 'Notification settings' section. Under this, there is a 'Notifications mailbox' section with a text input field containing 'J.Public@BestBeanCAFE.com.au'. Below the input field, there is a 'Save settings' button, which is highlighted with a blue circle and the number '3'. There is also a blue circle with the number '1' next to the 'Settings' tab.

4.6 Returning to the register

Your organisation will receive an email notification that includes a link to the register whenever there is an action to complete. If you want to access the register any other time you can do so from the [ACMA website](https://www.acma.gov.au):

From the ACMA website.

1. Click on the **Login to ACMA Assist** button on the top right corner of any page.



You will be taken to the ACMA Assist log in page. You will need to log in using your Digital ID (myID).

2. Click on the **Sign up or log in** button.

A pop up will appear

3. Click on the **Continue with Digital ID** button.

The first screenshot shows the ACMA Assist login page. At the top, it says 'ACMA Assist'. Below that, there is a message: 'From 1 October 2025, new users must use myID to verify their identity. Existing users can still log in with their email and password.' Below this, there is a 'Welcome to ACMA Assist' section. It says 'As a licensee or organisation, you can use this online portal to:' followed by a list of bullet points: 'view your existing licences', 'view and pay your radiocommunications licensing invoices', and 'update and manage your contact details.' Below this, there is a section 'To create an ACMA Assist account, you'll need to verify your email address and confirm your identity using an ID document. This helps keep your information secure. Our ACMA Assist registration guide provides step-by-step instructions on how to register.' Below this, there is a section 'If you have an account, you can use your email and password or your Digital Identity to log in. Digital ID is a safe, secure and convenient way to prove and reuse your identity online.' Below this, there is a section 'Protecting your information' which says 'The security of information held by the ACMA is of utmost importance. We have a range of measures to protect personal information we hold from misuse, interference, loss, unauthorised access, modification or disclosure.' Below this, there is a section 'All information collected by the ACMA is secured and managed in accordance with the Australian Government's Protective Security Policy Framework and Information Security Manual.' Below this, there is a section 'For more information, please refer to the ACMA privacy policy.' At the bottom of the page, there is a 'Sign up or log in' button highlighted with a red circle and the number 2.

The second screenshot shows the 'Continue with Digital ID' button highlighted with a red circle and the number 3. The page also shows the 'Log in with your email address' section with fields for 'Email address' and 'Password', and a 'Log in' button.

You will be taken to the Australian Government myID log in page. Follow the prompts to log in using your Digital ID.



Note: For assistance **logging in using your digital ID**, refer to [Instructions](#) (step 5 onwards).

For assistance **setting up a myID account**, refer to [How to set up myID](#).

You will now be logged in to ACMA Assist

4. Click on the **Sender ID Register** tile to be taken to the register.

The screenshot shows the ACMA Assist dashboard. At the top, it says 'ACMA Assist'. Below that, there is a message: 'You currently have 2 current submissions'. Below this, there is a 'Top services' section. It contains four tiles: 'SMS Sender ID Register', 'Invoices', 'Client information', and 'Authorised users'. The 'SMS Sender ID Register' tile is highlighted with a red circle and the number 4. It contains the text 'Register and manage SMS sender IDs' and a 'Manage' link. The 'Invoices' tile contains the text 'View and pay outstanding invoices' and a 'Manage' link. The 'Client information' tile contains the text 'View and update your client information' and a 'Manage' link. The 'Authorised users' tile contains the text 'Invite users and manage their access' and a 'Manage' link.

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.

Appendix A

If you are an [entity associate](#), you must contact an approved originating [telco](#) before 1 July 2026 to:

- apply to participate in the register, and
- apply to register and use the sender ID which belongs to the other entity (the sender ID owner).



Note: A list of all approved originating telcos can be found at: [Approved telcos and message providers for the SMS Sender ID Register](#)

Before submitting an application

Before applying to participate in the register and register a sender ID, you must:

- have an arrangement with the organisation that owns the sender ID to send messages using its sender ID
- advise the sender ID owner that you will apply to register the sender ID and confirm the sender ID owner's permission for you to send messages using the registered sender ID.



Note: If the sender ID owner has already registered the sender ID, you must still apply to register the sender ID, so that the register can record the sender ID owner's permission for you to use that sender ID.

If the **sender ID owner has an Australian Business Number**, obtain the following information from the sender ID owner for the application:

- The name and ABN of the sender ID owner.
- The website or online presence on a social media platform of the sender ID owner.
- The address of the sender ID owner. If it is company, the full address of its registered office. If it is not a company, its principal place of business, operation or administration.
- The full name, email address and contact telephone number of the sender ID owner's representative.
- Evidence that the sender ID owner has a '[valid use case](#)' for the sender ID (this is not required if the sender ID owner has already registered the sender ID).

If the **sender ID owner does not have an Australian Business Number**, (for example, it is an international company), obtain the following information from the sender ID owner for the application:

- The name and a unique identifier associated with the sender ID owner's official recognition or certification by a governing body, regulatory authority or accreditation organisation in the country in which the organisation is based. For example, the sender ID owner's business registration number in the country where the organisation is based.
- The website or online presence on a social media platform of the sender ID owner.
- The address of the sender ID owner. If it is company, the full address of its registered office. If it is not a company, its principal place of business, operation or administration.
- The full name, email address and contact telephone number of the sender ID owner's representative.
- Evidence that the sender ID owner has a '[valid use case](#)' for the sender ID.



Note: The sender ID for an organisation that does not have any ABN must match the organisation's trademark or an official register or record in the country in which the entity is based.

Submitting an application

Contact an approved originating telco to apply to participate in the register and initiate registration of the sender ID.

NOTE: If the sender ID owner does not have an Australian Business Number, **you must contact a certified telco.**



Note: A list of all approved originating telcos can be found at: [Approved telcos and message providers for the SMS Sender ID Register | ACMA](#)

STEP 1- Application to participate in the register

The telco will submit an application for you to participate in the register. You must provide your organisation's:

- name and ABN
- website or online presence on a social media platform
- address. If you are a company, the full address of your registered office. If you are not a company, your principal place of business, operation or administration.
- the full name, email address and contact telephone number of your representative.

After the telco has submitted the application, you will receive an email with a link to the register. Go to [4.4.2](#)

STEP 2 – Application to register the sender ID

The telco will submit an application to register the sender ID for the sender ID owner (which also allows the sender ID owner to participate in the register). You must provide the telco the information you obtained from the sender ID owner.

If the sender ID owner has an ABN

After the telco has submitted the application to register the sender ID, the representative of the sender ID owner will receive an email with a link to the register. The email will list the sender ID, and note that the application was made by your organisation.

The sender ID owner's representative must follow the link in the email to confirm the registration application. By confirming the application, they are agreeing to register the sender ID, **AND** confirming you have permission to use that sender ID.

Your telco will contact you to advise if the ACMA has approved the application to register the sender ID.

If the sender ID owner does not have an ABN

Before the certified telco submits an application to register the sender ID, the telco must confirm that the sender ID owner:

- agrees to register the sender ID
- consents to you sending messages using the sender ID.

The certified telco could do this by contacting the sender ID owner directly, or by obtaining evidence from you that the sender ID owner has provided this consent.

After the telco has submitted the application to register the sender ID, the representative of the sender ID owner will receive an email advising if the ACMA has approved the application. The email will list the sender ID and note that the application was made by your organisation.

Your telco will contact you to advise if the ACMA has approved the application to register the sender ID.

From 1 July 2026, you cannot send messages using another organisation's sender ID unless:

- **you have been approved to participate in the register**
- **the sender ID you wish to use is registered**
- **the sender ID owner has confirmed that you have permission to use that sender ID.**