

The way you send text messages is changing soon

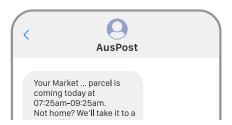
Important information for businesses, not-for-profit organisations and government agencies

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

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

Sender IDs

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



You must take action soon

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

If you do not register a sender ID:

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

Who needs to register

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

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

How to register

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

More help

- Visit <u>acma.gov.au/sms-sender-id-register</u> for help and more information.
- Contact your telco or message provider to register your sender ID.
- If you want to find a telco or message provider that offers sender ID services, view our list of participating providers.