

SMS Sender ID Registration Requirements

What is the SMS Sender ID Register?

The SMS Sender ID Register is an Australian Government initiative designed to reduce SMS impersonation scams and help protect consumers from fraudulent messages.

The Register allows eligible organisations to register the Sender IDs they use when sending SMS messages. A Sender ID is the alphanumeric name that appears as the sender of a message instead of a mobile number, such as a business name, brand name or organisation name.

The Register helps verify that organisations using Sender IDs have a legitimate right to use them and assists telecommunications providers in identifying and disrupting unauthorised or potentially fraudulent use of Sender IDs.

Important Changes from 1 July 2026

From 1 July 2026, Sender IDs used in SMS messages must be registered with the SMS Sender ID Register.

Where an SMS message is sent using a Sender ID that is not registered, the Sender ID will be labelled as "**Unverified**" before the message is delivered.

This means customers may no longer see your business name, brand or organisation name as the sender of the message. Instead, the message may display "Unverified", which may reduce customer confidence and impact the effectiveness of your communications.

To avoid disruption, organisations using alphanumeric Sender IDs should ensure their Sender IDs are registered before 1 July 2026.

Register Before 1 July 2026

Registration does not occur automatically. Organisations intending to continue sending SMS messages using an alphanumeric Sender ID should ensure their Sender IDs are registered before 1 July 2026.

Sender IDs that are not registered will be labelled as "**Unverified**", which may impact message delivery outcomes, customer confidence and brand recognition.

Who Should Register?

Registration is intended for organisations that send SMS messages using an alphanumeric Sender ID rather than a standard mobile number.

If your organisation sends SMS messages displaying a business name, brand name, trading name, product name or similar identifier, you should review whether that Sender ID requires registration.

Registration applies to the Sender ID itself, not to the SMS service or messaging platform being used.

Eligibility

As a participating Originating Telecommunications Provider, we can assist organisations with an Australian Business Number (ABN) to register eligible Sender IDs.

Eligible entities may include:

- Companies
- Sole traders
- Partnerships
- Trusts
- Government entities
- Incorporated associations
- Other eligible organisations holding an ABN

Organisations without an ABN require a Certified Telecommunications Provider. We are not a Certified Telecommunications Provider and do not facilitate registrations for entities that do not hold an ABN.

What Can Be Registered?

A Sender ID must have a legitimate connection to the organisation seeking registration.

This is referred to as a **valid use case**.

Generally, a Sender ID must relate to:

- A registered business name
- A company name
- A registered trademark
- A registered domain name

The Sender ID may be an exact match, abbreviation, acronym or shortened version of the relevant business identifier where a clear connection can be demonstrated.

Examples may include:

- ABC Plumbing → ABCPLUMB
- Smith & Co Pty Ltd → SMITHCO
- Example Corporation → EXAMPLE

The ACMA may reject Sender IDs that are misleading, deceptive, offensive, restricted or otherwise fail to meet the registration criteria.

Information Required for Registration

To register a Sender ID, information may be required to verify:

- The identity of the organisation
- The organisation's ABN
- The authority of the person requesting registration
- The organisation's entitlement to use the Sender ID
- The connection between the Sender ID and the organisation
- Supporting information or documentation may be requested where required to demonstrate a valid use case.

Registration Process

When registering through us:

1. The organisation requests registration of a Sender ID.
2. We confirm the Sender ID appears eligible for registration.
3. The organisation confirms that the person making the request is authorised to act on its behalf.
4. Verification checks are completed where required.
5. The registration application is submitted.
6. Once approved, the Sender ID is recorded on the SMS Sender ID Register.

Using Your Registered Sender ID

Registration of a Sender ID does not automatically authorise all messaging providers to use that Sender ID.

Organisations must ensure that their registered Sender IDs are used through participating telecommunications providers authorised to send messages on their behalf.

Organisations may choose to use one or more participating telecommunications providers for their SMS communications.

Changes to ownership, authority or use of a Sender ID may require updates to the registration details.

Consequences of Not Registering

From 1 July 2026, organisations using unregistered Sender IDs will have those Sender IDs labelled as "**Unverified**" when messages are delivered.

This may:

- Reduce customer trust in SMS communications
- Impact brand recognition
- Increase the likelihood of customers ignoring messages
- Affect the effectiveness of SMS campaigns, notifications and customer communications
- For this reason, organisations using alphanumeric Sender IDs should review their Sender IDs and complete registration before the commencement date.

Important Notes

- Registration applies to Sender IDs, not individual SMS messages. If you use an alphanumeric Sender ID when sending SMS messages, that Sender ID must be registered to avoid being labelled as "Unverified".
- Organisations may register and use multiple Sender IDs where a valid use case exists for each Sender ID. Each Sender ID must be capable of being independently verified and connected to the organisation requesting registration.

- A registered Sender ID must continue to have a legitimate connection to the organisation using it. Organisations are responsible for ensuring the information used to support registration remains accurate and current.
- Registration of a Sender ID does not guarantee message delivery. Messages remain subject to applicable telecommunications, security, anti-spam and anti-scams requirements.
- Registration requirements, eligibility criteria and operational processes are governed by ACMA rules and may change from time to time. Organisations should ensure they remain aware of any future regulatory changes that may affect their Sender IDs.
- Additional information, evidence or verification may be requested where required to support a registration application or to confirm an organisation's entitlement to use a particular Sender ID.
- Where a Sender ID is associated with a registered business name, company name, trademark or domain name, organisations may be required to provide evidence demonstrating that connection as part of the registration process.
- Organisations using third-party agencies, marketing providers, CRM platforms or messaging providers should ensure those providers are authorised to send messages using the organisation's registered Sender ID.
- Organisations remain responsible for the Sender IDs used on their behalf, including where SMS messages are sent by an authorised third-party provider.

Need Assistance?

As a participating Originating Telecommunications Provider, we can assist eligible ABN holders with the registration of Sender IDs and the ongoing use of registered Sender IDs for SMS messaging services.

If you currently send SMS messages using an alphanumeric Sender ID and would like assistance with registration, please contact our team.