

The way you send text messages is changing soon

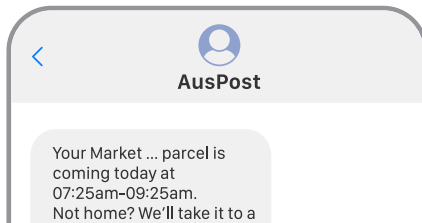
Important information for businesses, not-for-profit organisations and government agencies

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'.



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 acma.gov.au/sms-sender-id-register 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](#).



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.