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Australia - SMS Sender ID Register – Customer Information

Overview

The **SMS Sender ID Register** has been established under Part 24B of the Act to improve transparency and trust in SMS communications.

From **1 July 2026**, any SMS message sent using an unregistered sender ID will be clearly labelled as “**Unverified**”.

Why This Matters

To ensure your messages are recognised as legitimate:

- You must **register your Sender ID** in the official Register of ACMA (the regulator).
- Messages sent without registration may appear untrusted to recipients.

How to Register

For Entities with an ABN	For Entities without an ABN
You can apply through: <ul style="list-style-type: none">• A participating telecommunications provider, or• An approved partner of a provider	Applications must be submitted through a certified telecommunications provider (or their partner).
Requirements: <ul style="list-style-type: none">• The applicant must be an authorised contact listed on the Australian Business Register (or otherwise authorised).• Identity verification must be completed.• You must agree to the Register’s terms of use.	Additional identity and verification checks will be conducted.
After applying: <ol style="list-style-type: none">1. You will receive instructions to access the Register.2. Once approved, you can confirm your Sender ID registration.	Direct access to the Register will not be provided.

3. You may authorise other providers to send messages using your Sender ID.	
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Costs

Registration may involve:

- An **initial registration fee**
- Possible **annual ongoing charges**

(Fees vary depending on the telecommunications provider and respective regulations)

Important Notes

- Only registered Sender IDs will be recognised as verified.
- Unregistered Sender IDs will appear as **“Unverified”** to recipients.

Need Help?

Contact us or visit the regulator’s website for:

- A list of approved providers
- Detailed registration guidance

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