

SMS Sender ID Register – Information for customers

The following information is provided in accordance with Schedule 1 of the Telecommunications (SMS Sender ID Register) Industry Standard 2025.

Part 24B of the Telecommunications Act 1997 provides for the establishment of the SMS Sender ID Register (the Register).

From 1 July 2026, if a sender identification message is sent which includes a sender identification that is not registered in the Register, the sender identification message will be labelled as 'Unverified'.

If an entity wishes to send sender identification messages, it must register its sender identification in the Register and ensure that it uses one or more participating telecommunications providers to send those messages.

The following types of entities can apply to register a sender identification: an individual; a body corporate; a corporation sole; a body politic; a government entity; a partnership; any other unincorporated association or body of persons; a trust; or a superannuation fund.

To register a sender identification, an entity must demonstrate that it has a valid use case for that sender identification.

An entity can make an application to register its sender identification through a participating telecommunications provider that is an originating telecommunications provider. A list of these providers will be available on the ACMA website.

Entities with an ABN: An entity with an ABN can apply through any participating telecommunications provider that is an originating telecommunications provider, or a partner of such a provider. The person making the request must be authorised to act on behalf of the entity, must pass an identification check, and must agree to the Register's terms of use.

Once an application is submitted, the person making the request will receive instructions from the ACMA on how to access the Register. Once approved, the entity will be able to confirm its sender identification. An entity may authorise multiple participating telecommunications providers to send messages using its registered sender identification.

Entities without an ABN: An entity without an ABN can only apply through a certified telecommunications provider or a partner of a certified provider. Additional verification checks will apply. These entities will not be able to access the Register directly.

Costs: Registration of a sender identification may include an initial fee and ongoing annual charges.