

SMS Sender ID Register Is Live: What You Must Do Now

From 1 July 2026, texts from unregistered brand names are labelled "Unverified" on Australian phones. If your business sends appointment reminders, booking confirmations or any branded SMS, here is exactly what the new rules.

Australia's **SMS Sender ID Register**, overseen by the **ACMA**, went live on **1 July 2026** to stop scammers impersonating trusted brands like the ATO, Australia Post and myGov in text messages. A "sender ID" is the name shown at the top of a text instead of a number. Legitimate senders register their sender IDs; messages from **unregistered** IDs are now labelled **"Unverified"** by the telcos and grouped separately, so consumers can spot scams. Messages are **not blocked**, but an "Unverified" branded text loses trust fast. The rules apply to **any organisation sending branded SMS, regardless of size**: clinics, tradies, real estate, charities, clubs and venues sending reminders and confirmations. Businesses with an ABN register directly with the ACMA (keep your ABR details current); others use a separate pathway.

■ The short version

- Keep Your Business Texts Trusted

■ Key points

- Keep Your Business Texts Trusted

■ Questions the full guide answers

- ☐ What is the SMS Sender ID Register?
- ☐ Does my business need to register its SMS sender ID?
- ☐ What happens if I do not register my sender ID?
- ☐ How do I register my SMS sender ID?
- ☐ Can I still send SMS from my business phone system?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 663 222** or visit vocphone.com/about/contact-us.