

COMPLIANCE & TECH NEWS · JULY 2026

The Unverified Label: ACMA's SMS Sender ID Changes

Since 1 July 2026, a text from an unregistered brand name no longer shows your business name, it shows the word "Unverified". It is the most visible change to Australian SMS in a decade, and most businesses still have not noticed.

The Australian Communications and Media Authority (**ACMA**) switched on the **SMS Sender ID Register** on **1 July 2026**. Telcos. Telstra, Optus, TPG and the rest, now replace the brand name on any text sent from an **unregistered** alphanumeric sender ID with the word "**Unverified**", and bundle those messages into one thread so people can spot scams. Messages are **not blocked**; the cost is **trust**. An appointment reminder that arrives marked "Unverified" is far less likely to be opened or acted on. The rules apply to **any organisation sending branded SMS, regardless of size**.

■ The short version

Consideration	Branded sender ID (a name)	Business number (via your phone system)
Risk of "Unverified"	Only if registered correctly	None, numbers aren't labelled
Two-way replies	No, one-way only	Yes, customers text back
Setup effort	Register & keep ABR current	Already yours
Calls & texts in one place	Separate	One thread, one number

■ Key points

- Path 1: Register your branded sender ID
- Verified Messages, One Trusted Business Number

The one-sentence version

The sender name on a text used to be something anyone could fake; as of 1 July 2026 it is something that must be **registered and verified**, and everything unregistered is stamped "**Unverified**".

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 881 662** or visit **unidenvoice.com/get-started**.