

AUSALERT · EMERGENCY COMMUNICATIONS · CONTINUITY

AusAlert: What the National Test Means for Business

Australia's new national emergency warning system was tested nationwide on 27 July 2026 and goes live on 1 October. It is a genuine improvement on what came before, and it makes the gap in most businesses' own emergency communications.

AusAlert is Australia's new national emergency warning system, and it launches on 1 October 2026. It uses **cell broadcast** rather than SMS, messages go to every compatible device in a defined area at once, can be targeted to within about 160 metres, work when networks are congested, need no SIM, and do not collect your phone number or location. A **national test on Monday 27 July 2026 at around 2pm AEST** sent a Critical Alert to compatible devices nationwide; roughly **94% of mobile towers** broadcast it successfully. It will eventually replace **Emergency Alert**, the existing SMS-based system, and will later add automated voice messages to landlines.

■ The short version

An AusAlert message tells you	Used for
What the emergency is	Natural hazards, bushfires, floods, cyclones, earthquakes, tsunamis
Where it is happening	Security threats, serious public safety incidents or terrorism
How serious it is	Biosecurity incidents, animal or plant disease, biohazard outbreaks
What you should do	Health emergencies, pandemics and other major public health events
Who sent it and where to find more	Messages are in English, with help guides available in other languages

■ Also worth knowing

When	What
June 2026	Community tests at specific locations and times, building towards the national test.
27 July 2026	National test at around 2pm AEST. About 94% of mobile towers broadcast successfully.
August. September 2026	Analysis and refinement. A sensible window for businesses to update device policies and rehearse their own emergency communications.
1 October 2026	AusAlert launches and becomes available to emergency services organisations and authorised agencies.
Beyond	Progressive replacement of the SMS-based Emergency Alert system, and the addition of automated voice messages to landline phones.

A quiet anti-scam benefit

Because AusAlert never collects your number and only authorised agencies can broadcast, a criminal cannot send you a fake AusAlert. That is a meaningful improvement in an environment where SMS impersonation of government agencies has become routine, and it is worth telling your staff, because “the emergency alert on your phone is real; the text message claiming to be one is not” is a useful rule.

■ Questions the full guide answers

- ☐ What is AusAlert and when does it start?
- ☐ How did the national test on 27 July 2026 go?
- ☐ How is cell broadcast different from an emergency SMS?
- ☐ Does AusAlert do anything for my business communications?
- ☐ What should a business do before AusAlert launches on 1 October?
- ☐ Can criminals send fake AusAlert messages?
- ☐ What if our premises lose power or internet during an emergency?

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**.