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Scams Prevention Framework: New Telco Rules Explained

Australia has enacted one of the world's toughest anti-scam regimes. Binding duties on banks, telcos and digital platforms, penalties up to $50 million, and sector rules commencing 1 September 2026, all tied to the SMS changes already.

Australia's **Scams Prevention Framework (SPF)**, described as one of the toughest anti-scam regimes in the world, makes **banks, telcos and digital platforms** legally accountable for preventing, detecting, disrupting and responding to scams, backed by civil penalties up to **$50 million** per contravention. A dedicated **Telecommunications Code** sets the telco-specific duties, overseen by the **ACMA** (with the ACCC as general regulator and ASIC over banks). **Sector rules commence 1 September 2026**, with key obligations applying from **31 March 2027**. It works hand-in-glove with the **SMS Sender ID Register** (mandatory 1 July 2026): from mid-2026, businesses using Australian numbers or branded SMS face **stricter identity and compliance checks**.

The short version

- Communicate With Verified Confidence

Key points

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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**.