Schedule 1 – Information to be provided to customers

(Paragraph 9(1)(a), paragraph 9(2)(d), paragraph 9(3)(c), and section 10)

The following information must be provided to customers by a participating telecommunications provider that is an originating telecommunications provider under paragraphs 9(1)(a), 9(2)(d) and 9(3)(c) and by an originating telecommunications provider under section 10:

(a) Part 24B of the Act provides for the establishment of the SMS Sender ID Register (the ***Register***);

(b) 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';

(c) 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 the sender identification messages;

(d) The following types of entities can be approved to make applications to register sender identifications in the Register:

(i) an individual;

(ii) a body corporate;

(iii) a corporation sole;

(iv) a body politic;

(v) a government entity (within the meaning of the *A New Tax System (Australian Business Number) Act 1999*);

(vi) a partnership;

(vii) any other unincorporated association or body of persons;

(viii) a trust;

(ix) a superannuation fund (within the meaning of the *Superannuation Industry (Supervision) Act 1993*);

(e) For an entity to be able to have its sender identification registered in the Register, the entity must demonstrate that it has a valid use case for the sender identification;

(f) An entity can make an application to register its sender identification in the Register through a participating telecommunications provider that is an originating telecommunications provider. A list of all participating telecommunications providers that are originating telecommunications providers will be made available on the ACMA's website;

Entities with an ABN

(g) An entity with an ABN can make an application to register its sender identification through any participating telecommunications provider that is an originating telecommunications provider, or a partner of a participating telecommunications provider. In order to obtain approval to make such an application:

(i) the person making the request for the entity must be listed as an authorised contact for the entity on the Australian Business Register, or be otherwise authorised by that entity; and

(ii) the person making the request must pass an identification check; and

(iii) the person making the request must agree to the Register's terms of use;

Note: These requirements will be included in a determination made under section 484L of the Act.

(h) Once the provider has made the application for registration of the sender identification on behalf of an entity, the person making the request for the entity will receive instructions from the ACMA about how to access the Register;

(i) Once the entity is approved by the ACMA, the entity will be able to confirm the registration of the sender identification;

Note: The requirements in paragraphs (h) and (i) will be included in a determination made under section 484L of the Act.

(j) Any cost for registering a sender identification, including any ongoing annual charge;

(k) Once the entity's sender identification is registered, the entity can authorise other participating telecommunications providers to send messages using that sender identification;

(l) An entity with an ABN can also register its sender identification through an originating telecommunications provider that is a certified telecommunications provider;

Entities without an ABN

(m) An entity without an ABN can only make an application to register its sender identification through an originating telecommunications provider that is a certified telecommunications provider or a partner of a certified telecommunications provider. That provider or partner will conduct similar checks to those outlined in paragraph (g);

(n) An entity without an ABN that makes an application to register its sender identification through a provider or partner of the kind referred to in paragraph (m) will not be able to gain access to the Register.