

# Australia's new SMS rules are here

If your business texts customers with your **brand name** as the sender, the rules just changed. Here's what actually matters — no jargon, no scare tactics.

## What people **think** · what's **actually true**

THE 4 THINGS EVERYONE GETS WRONG

### ✗ The myths

- "There's a **massive fine** coming if I don't register."
- "I have to sort something out with my **phone carrier**."
- "Customers can just **'reply STOP'** to my branded texts."
- "It only matters for big **marketing blasts**."

### ✓ The reality

- The big penalties target **telcos**, not small business. Your risk = texts stamped **"Unverified"** & blocked.
- You register through **whoever sends your texts** — your SMS provider **or** telco. They do it for you.
- Branded senders are **one-way** — opt-out needs a **link** or a separate STOP number.
- It covers **every** branded text: quotes, reminders, invoices. (Plain numbers aren't affected.)

## 🕒 The 60-second facts



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APPLIES TO  
Brand-name  
(alphanumeric) sender IDs



IF UNREGISTERED  
"Unverified" → filtered /  
blocked



HOW TO FIX  
Register via your provider  
/ telco — usually days

## ⚖️ Two rule-sets — two very different penalties

### SMS Sender ID Register BINDS TELCOS / AGGREGATORS

Carriers must register & label sender IDs. **Up to \$250,000 per breach** — on the **telco**, not you. Your consequence is "Unverified"/blocked messages.

### Spam Act 2003 BINDS YOUR BUSINESS

Marketing texts need **consent** · **clear sender** · **easy opt-out**. **Up to ~\$660k-\$3.3M/day** for corporates. Actively enforced (CommBank paid \$7.5M, 2024).

## ✓ Your 5-minute checklist

- 1 **Do you send "branded" texts?** (Your name shows as the sender, not a number.) If yes — you're in scope.
- 2 **Ask your SMS provider / booking system / CRM:** "Is our sender name registered with ACMA?"
- 3 **Register it** — through your SMS provider or telco (they do it for you). Usually just **days**, so don't sit on it.
- 4 **Marketing texts** need consent + an easy opt-out (a link, or "text STOP to a number").
- 5 **Factual texts the customer asked for** (their quote, a reminder) are exempt — but still name the sender.

## 👋 Not sure you're covered?

We set up compliant, done-right texting for local businesses — registered sender, proper opt-out, and the automations that win back time.

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