

LEGAL POLICY

# SMS Sender ID Register

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How Real World registers and verifies alphanumeric SMS sender IDs under the SMS Sender ID Register, and what it means for our customers.

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DATE

**1 July 2026**

ABN

74 101 234 664

From 1 July 2026, Australian telcos that send, carry or deliver SMS using alphanumeric sender IDs — a business name shown in place of a phone number — must comply with the Telecommunications (SMS Sender ID register) Industry Standard 2025. The Register is run by the Australian Communications and Media Authority (ACMA) to make it harder for scammers to impersonate trusted brands over text.

Real World takes part in the SMS Sender ID Register. Here's what that means for you.

## What's an alphanumeric sender ID?

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It's the sender name some businesses use instead of a phone number, so a text shows up as coming from your organisation's name rather than a mobile number. Scammers have abused these to impersonate banks, government and well-known brands. The Register exists to stop that.

## What we do

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When we register a sender ID for you, we check that your organisation is who it says it is and has a genuine use case for the sender ID before we lodge it with the ACMA. For most businesses that means confirming a valid Australian Business Number; for recognised organisations that don't hold an ABN — some community and not-for-profit groups, for instance — we verify identity and standing a different way. Before we switch on an account to send under a sender ID, we confirm three things: the sender ID is registered, the person asking is authorised by your organisation, and we're authorised to send for it.

Messages that don't meet those checks — for instance, a sender ID that isn't registered — get over-stamped as "Unverified", so the person receiving them can see they haven't been confirmed.

## What it means if you use SMS sender IDs

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Send SMS under your business name through Real World and you'll need a registered sender ID. We'll tell you in writing what's involved when you ask for a new one, and we'll work through the verification with you — whether or not your organisation holds an ABN. Already sending under a sender ID? We'll be in touch about getting it registered.

If you only send SMS from a phone number, none of this changes anything for you.

## Questions or a complaint

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Got a question about the Register, or a complaint about how a sender ID message or registration has been handled? Talk to us — we pick up.

- **Phone:** 1300 798 718
- **Email:** support@rwts.com.au

You'll also find information about the Register, and the list of approved telcos and message providers, on the ACMA website at [acma.gov.au](https://www.acma.gov.au).