CHECKLIST · BUSINESS

Texting under your business name could cost $17 to $25 a year per ID

Published 4 November 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/sms-sender-id-register-fee-proposal/

- [ ] **Count your sender IDs.** List every name your texts go out under, across booking, marketing and delivery systems. The proposed fee applies to each one.
- [ ] **Drop the names you don't need.** Fewer sender IDs would mean a smaller yearly bill if charging goes ahead.
- [ ] **Ask your SMS provider how it would pass on the fee.** The ACMA is considering having telcos and messaging providers pay it and bill you.
- [ ] **Budget about $17 to $25 a year per sender ID from 2027–28.** That's the ACMA's indicative range; the final fee could differ, and would rise if fewer IDs are registered.
- [ ] **Make a submission by 5pm AEDT on 4 December 2026** if the fee would affect you. Use the ACMA's consultation page or email SenderIDRegister@acma.gov.au.
- [ ] **Charities and not-for-profits: make the case for a lower fee.** The ACMA asks what lower fees or exemptions should apply, and on what basis.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.