

ACMA updates for SMS

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From **1 July 2026**, Australian organisations that send SMS messages using their company or brand name will need to register an **SMS Sender ID**, also known as an alpha tag. This is part of a new **SMS Sender ID Register** introduced by ACMA to reduce SMS scams and stop criminals from impersonating trusted organisations.

Most Zedmed customers are on a standard SMS plan, which does not display a practice or company name. These SMS messages only show a phone number, so they do not need to be registered under the new Sender ID requirements.

For the few customers who have added a sender name in Zedmed in Branch\Options, we will reach out to you over the next month and explain what you need to do to register your branded SMS messages so they are not flagged as "unverified" after 1 July 2026.

If you ever plan to add a sender name in Zedmed in Branch\Options, please ensure you **register a sender ID**, so your SMS messages are not labelled "unverified".

To learn more, see the [Australian Communications and Media Authority website](#).

