

## Why is the change happening?

The Australian Communications and Media Authority (ACMA) are introducing a new SMS Sender ID Register from **1 July 2026**, to help protect Australians from scam and spam text messages.

## 1 What is a Sender ID (Alpha Tag)?

A Sender ID (also known as an alpha tag) is the name that displays at the top of your text message instead of a phone number. For example, the default configuration for Bp SMS users shows the sender as 'MyPractice' for messages sent from your practice.



Sender ID example

Alpha Tags are used in one-way messaging, meaning that receivers do not reply to these messages.

Under Bp Comms, Alpha Tags are used for **all** messages sent for the following types:

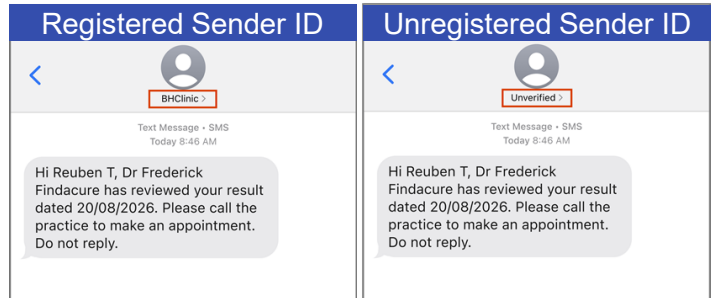
- **Clinical Communication** for messages sent from the clinical record
- **Clinical Reminders**
- **Health Awareness** for messages sent by mail merge from a database search.

## 2 What changes from 1 July 2026?

From 1 July 2026, the following changes will take effect:

- **Only registered Sender IDs will appear** as branded text messages
- Messages sent from unregistered IDs will be labelled as **"unverified"**
- Unverified messages will be **grouped together in a single message thread** on your phone, signalling that they might be a scam

Telecommunications providers and message platforms must verify that they have a legitimate reason to use a Sender ID and that it corresponds to a business name, trademark, or domain associated with that organisation.



## 3 Does this affect me?

I only use Bp Comms for appointment reminders.	I send clinical messages and health awareness messages.	I don't use Bp Comms. How can I ask about it?
No, this change will not impact you. Appointment reminder messages must come from a mobile number for a reply to be received.	Yes, this change will impact you. In the coming weeks, Best Practice will reach out to you via email to gather more information to process the registration of your alpha tag.	Please contact Best Practice Software Sales at <a href="mailto:sales@bpsoftware.net">sales@bpsoftware.net</a> .

## 4 What should I do right now?

### Ensure your authorised business representative information is up to date.

The following information will be required during the ACMA registration process:

- Your valid authorised business representative against your ABN via the [Australian Business Register \(ABR\)](#)
- Verification that your authorised business representative's name, email and phone number are correct
- Confirmation that this authorised contact will be responsible for: creating the initial ACMA Assist account; receiving communications from ACMA; delegating approval to another authorised user
- Your practice website or online presence on a social media platform. This will be required to verify your organisation's legitimacy.

### Set up an ACMA Assist account

An **ACMA Assist** account will be required to register a Sender ID. The authorised business representative on your ABN can set up this account and delegate approval in preparation:

Your valid authorised business representative against your ABN via the [Australian Business Register \(ABR\)](#) must:

- Set up MyID by downloading the MyID app, with identity verified to Standard level. You can learn how to set up [MyID here](#).
- Provide access to the business ABN
- Follow [ACMA's official guide to set up your ACMA Assist account](#)
- Add your ABN to ACMA Assist
- Delegate approval to another authorised ACMA Assist user if necessary.

## 5 Best Practice will assist your Sender ID Registration

### 6. Finalise Registration

Look for an email from the Australian Communication and Media Authority (ACMA) and follow all the instructions to finalise your Sender ID Registration.

### 1. Elevate Notice

You'll receive an email from Best Practice about this change.

### 2. Complete Registration Form

Check your email for the registration link, then complete and submit the form, using the help links provided.

### 5. Bp Comms Pack Invoice

If you selected a Bp Comms Pack or Dedicated Number, you'll receive an invoice.

### 3. Form Review

The Account Management team will review your submission and contact you if more information is needed.

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## Sender ID Registration Steps

### 4. Activate Sender ID

Once approved, you'll receive an email with an SQL script to activate your Sender ID in Bp Premier.

