



Australian
Communications
and Media Authority

FraudCon

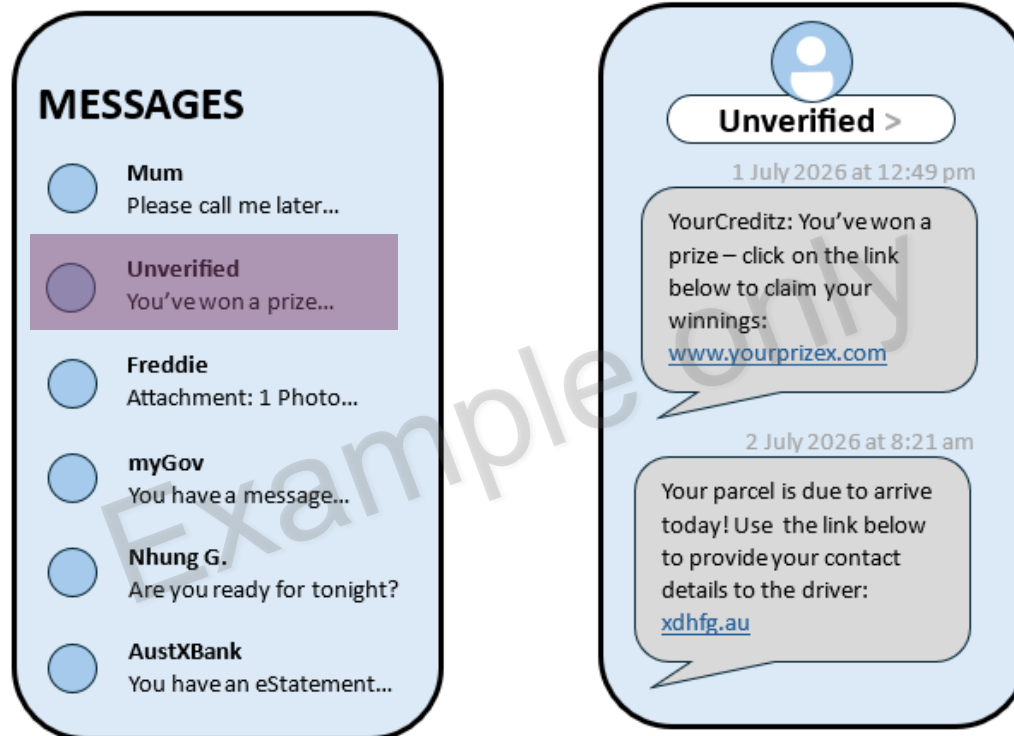
What enforcement realities mean for corporate accountability and what organisations must do now to stay ahead.

7 May 2026

Samantha Yorke

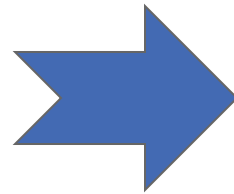
Authority Member and Chief AI Officer

SMS Sender ID Register



What is covered?

Every entity who uses
branded messages
(sender IDs)
to send SMS
messages to
Australian mobile
numbers!



Transactions & Services



Logistics, Delivery & Operational Updates



Government & Public Sector



Financial & Banking



Alerts, Safety & Emergency



Health & Medical



Education & Institutional



Security, Fraud & Identity

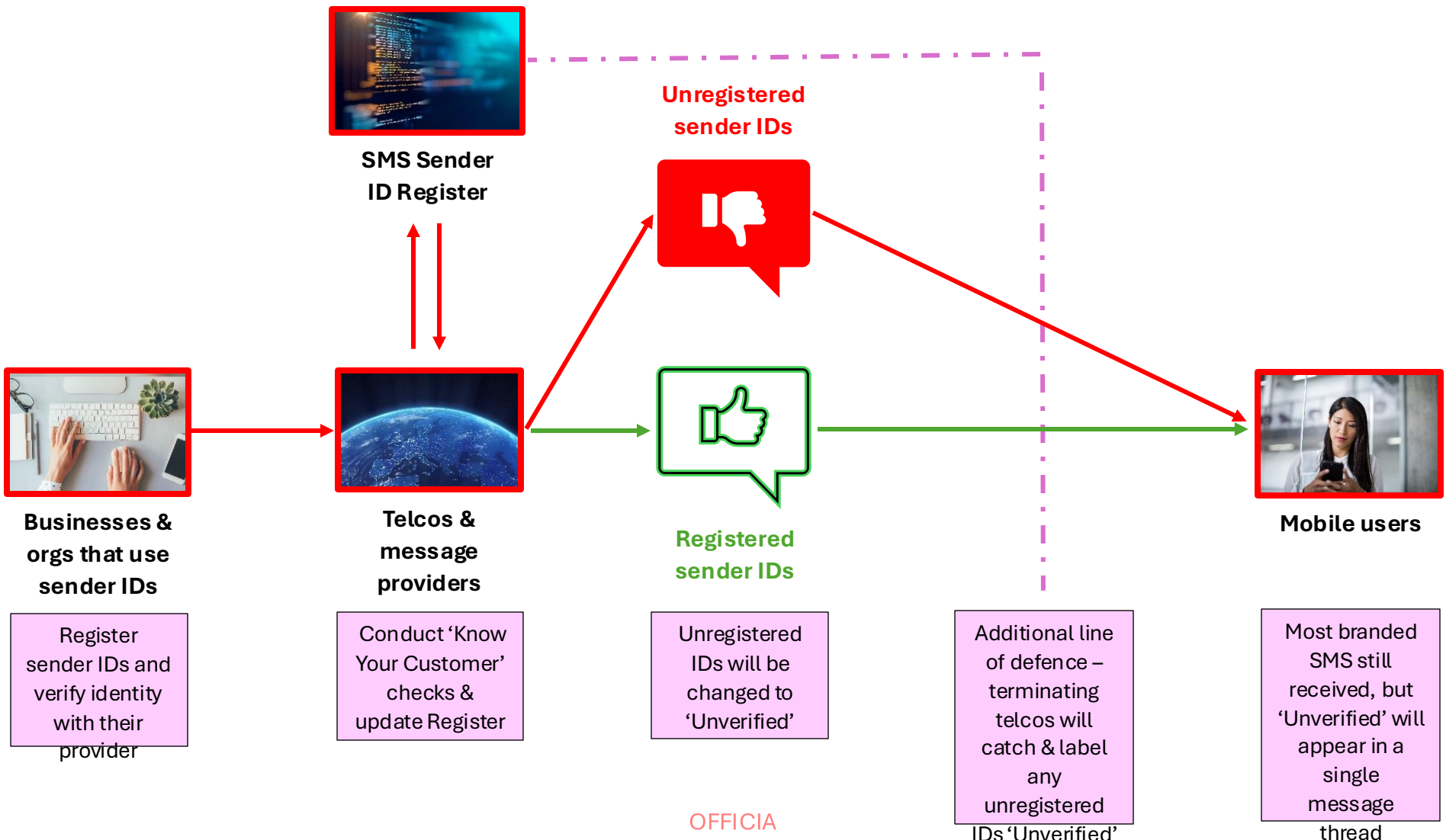


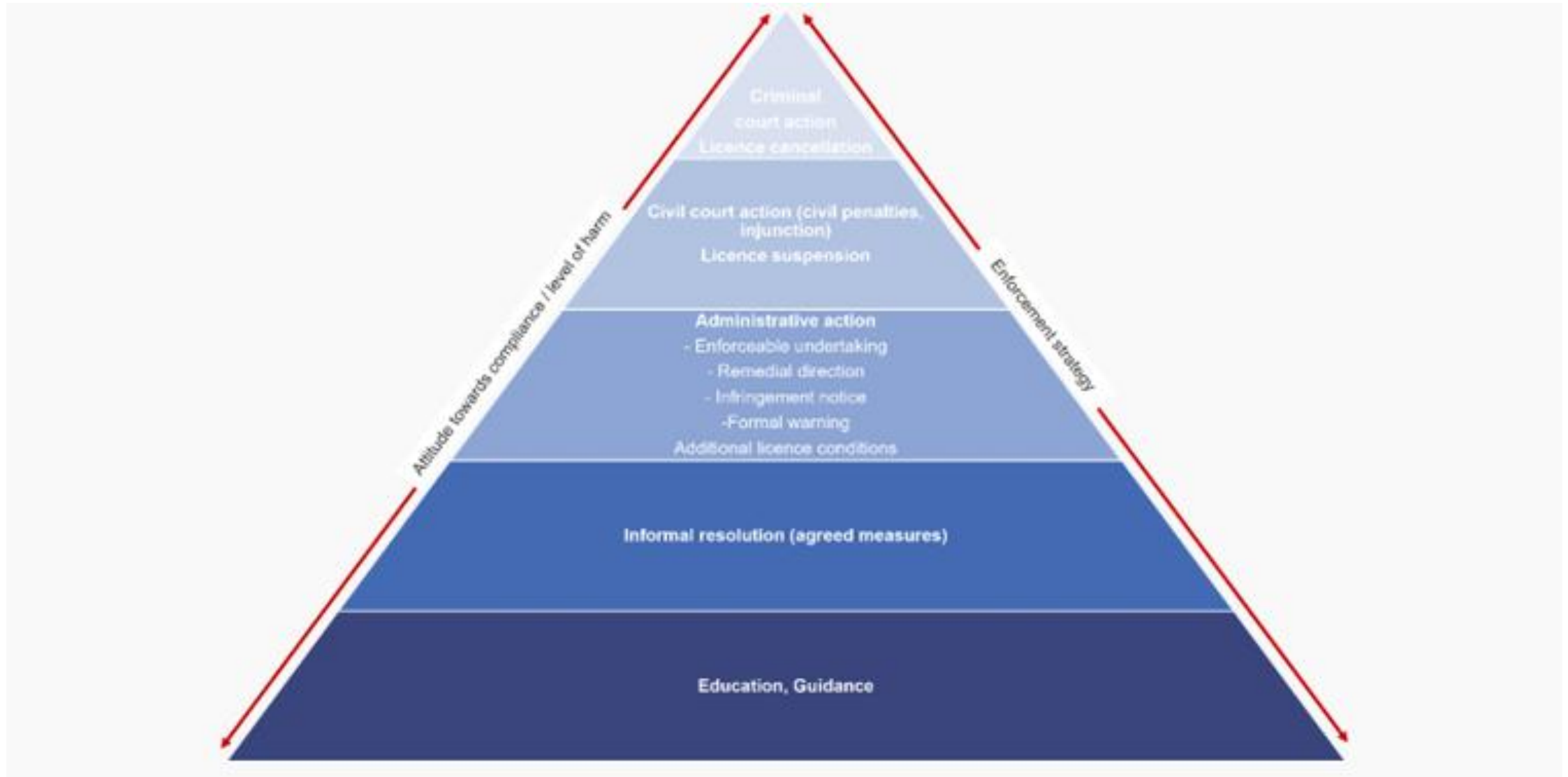
Bulk Notifications



Tickets, Access & Verification

SMS Sender ID Register overview







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Thank you!
Q&A