

SMS Broadcasting

Service Type	Cost
SMS Gateway Fee	\$10.00 per month
Dedicated Mobile Fee	15.00 per month
Mobile Activation Fee	\$33.00 once off per mobile
Total minimum cost (excl. call charges)	\$10.00

Information about this service

Character definition

A standard single SMS message contains up to 160 characters using standard GSM 7-bit encoding (or up to 70 characters if using Unicode/Emojis). Messages exceeding the single message limit will be concatenated (joined together) and billed in multi-part segments.

Sender ID Constraints

Messages can be sent using a custom Alphanumeric Sender ID (up to 11 characters) or an assigned Dedicated Mobile Number. All Sender IDs must comply with Australian telecommunications regulations and ACMA anti-spoofing rules.

Minimum Term

The minimum contract term is 1 month. You can cancel this service at any time by emailing help@breezeconnect.com.au.

What's included

This plan includes access to the Breeze Connect Web Portal, message history and delivery status reporting, and SMS and mobile number management tools.

Cost Per message	Cost
Cost per message	\$0.055 per SMS
Message Length	Standard 160 characters (GSM) / 70 characters (Unicode)

What's not included

A broadband internet connection

MMS (Multimedia Messaging Service / picture messaging)

International SMS sending (this service supports Australian mobile numbers only)

Inbound SMS responses (unless an optional Dedicated Mobile Number is added to your service)

Important conditions and limitations of the service

Service guarantee

Breeze Connect SMS Broadcasting is delivered via the web over an existing internet connection and relies on third-party mobile carrier networks for delivery. Delivery times and message arrival are not guaranteed.

Emergency services

This service is an SMS broadcasting product only and does not support emergency calls or emergency messaging to 000. Priority Assistance is not available on this service.

Opt-out and unsubscribe requirements (STOP)

In accordance with the Australian Spam Act 2003, all commercial SMS messages sent using Breeze Connect SMS Broadcasting must include a functional opt-out mechanism. Customers are strictly required to incorporate clear unsubscribe instructions within the body of every broadcast message (e.g. &Reply STOP to opt-out; or a valid unsubscribe link). All recipients opt-out requests must be processed and honoured immediately at no cost to the recipient. The customer assumes full responsibility for maintaining suppression lists and ensuring all message campaigns comply with applicable anti-spam laws.

API access and customer liability

Breeze Connect may provide access to Application Programming Interfaces (APIs) to allow integration of SMS broadcasting capabilities into customer software or third-party applications. The customer is solely responsible for the development, code configuration, testing, and security of any custom integration or script, as well as all messages triggered or sent via the API (including costs incurred from automated loops, software errors, or credential exposure). Breeze Connect accepts no liability for service interruptions, duplicate message dispatches, software bugs, or financial losses arising from customer API implementation.

Spam Act Compliance

Customers must ensure all broadcast messages comply with the Australian Spam Act 2003, including obtaining proper consent from recipients and incorporating valid unsubscribe/opt-out mechanisms where required.

Other information

Technical requirements

A modern web browser and an active broadband internet connection (acquired separately) are required to access and use the Breeze Connect SMS Portal.

Automatic credit card payments

We offer a service to make automatic payment of your account using a credit card. If you opt in for this service, the balance owing on your invoice will be deducted in full on the due date each month until you ask us to cancel this service.

Full terms

For our full legal terms please refer to our Standard Form of Agreement (SFoA) which can be found at breezeconnect.com.au/customer-terms.

We're here to help

Please visit breezeconnect.com.au/contact-us if you have questions about your plan, rates or technical support. You can also call us on 1300 127 339 or send us an email at help@breezeconnect.com.au. If you need to contact us while overseas you can call +61 8 7078 5300.

Complaints and disputes

If you are dissatisfied with the performance of a product or the service we provide please let us know so we can try to fix it. If we are unable to resolve your issue to your satisfaction please visit breezeconnect.com.au/complaints for more details about our dispute resolution process.

Further investigation

If we still cannot resolve your complaint to your satisfaction, you can contact the Telecommunications Industry Ombudsman (TIO). The TIO will only investigate complaints if you have already attempted to resolve your issue with Breeze Connect first and is an option of last resort. You can contact the TIO by phone on 1800 062 058 or by visiting tio.com.au/contact-us.