

PRACTICAL 2026 GUIDE

How to Get a 1300 or 1800 Number in Australia (2026)

What 1300 and 1800 numbers are, how they really work, what they cost, and a clear step-by-step process to get one live and pointed at your phone system this week.

A 1300 or 1800 number is a national **inbound number** that is not tied to any area code and rings through to whatever phone you nominate, a mobile, a landline, or a cloud phone system. The key difference: an **1800 number is free to the caller** so your business pays all call costs, while a **1300 number shares the cost** (the caller pays a local-call rate and you pay the rest). Both make a small business look bigger and more national. To get one you: choose 1300 vs 1800, pick a standard number or a memorable **smartnumber** like 1300 PLUMBER, choose a provider, point it at your phone system, set up your routing, and go live. Costs come in three parts: setup, monthly fee, and inbound call charges (calls from mobiles cost more than fixed-line calls). Watch for providers with cheap monthly fees but high hidden per-minute rates.

■ The short version

Factor	1300 Number	1800 Number
Cost to caller (fixed line)	Untimed local-call rate	Free
Cost to caller (mobile)	Charged per caller's mobile plan	Free
Typical use case	Sales, general enquiries, main business line	Support, complaints, warranty, "call free" campaigns
Ongoing cost to business	Lower (cost is shared)	Higher (you pay all inbound charges)
National, non-geographic	✓	✓
Routes to any line/mobile/cloud	✓	✓
Smartnumber/phrase word available	✓ e.g. 1300 PLUMBER	✓ e.g. 1800 FLOWERS
Fully portable between providers	✓	✓

■ Key points

- Step 1: Choose 1300 or 1800
- Ready to Get Your 1300 or 1800 Number?

The ACMA Numbering System

1300 and 1800 numbers are part of Australia's national numbering plan, administered by the ACMA (Australian Communications and Media Authority). The numbers are a shared national resource. Standard numbers are allocated to service providers, who assign them to you, while premium and word-spelling numbers (smartnumbers) are allocated through a separate rights-of-use and auction process.

■ Questions the full guide answers

- ☐ What is the difference between a 1300 and an 1800 number?
- ☐ How do 1300 and 1800 numbers actually work?
- ☐ How much does a 1300 or 1800 number cost in Australia?
- ☐ What is a smartnumber or phraseword like 1300 PLUMBER?
- ☐ Do I need a phone line to get a 1300 or 1800 number?
- ☐ Can I keep my 1300 or 1800 number if I change providers?
- ☐ Should a small business choose a 1300 or an 1800 number?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.