

1300 NUMBERS · RIGHTS OF USE · 2026

Who Actually Owns Your 1300 Number?

Somebody may be renting your 1300 number back to you at a considerable markup, and that is legal. What is not acceptable is not being told.

Nobody owns a phone number. All Australian numbers are a national resource managed by the ACMA for the Commonwealth. What exists is a **right of use**, and the question is whose name it is in. **There are two ways to have a 1300:** allocated to you as part of a provider's service, or acquired as a **smartnumber** through the ACMA numbering system with the rights registered to your business. Those are very different positions. **The published costs are small.** A standard 1300 smartnumber carries a one-off allocation charge of **\$250**, rising to \$20,000 for a Platinum pattern, and the government's Annual Numbering Charge for a ten-digit number in 2026 is **about 57 cents**. A provider may pass that annual charge on, but it must match the fee the ACMA sets.

■ The short version

Allocated by a provider	Acquired as a smartnumber	
How you got it	Your telco gave you a number from a block allocated to them, usually as part of signing up for a service	You bought a specific number through the ACMA numbering system, choosing it deliberately
Typical number	Whatever came up. Rarely memorable	A pattern or a phrase word. 1300 222 222, or something spelling a word on the keypad
Up-front cost	Often nothing, or bundled into the plan	A one-off allocation charge, from \$250 to \$20,000 depending on classification, plus a registration charge
Who holds rights of use	Depends entirely on the arrangement, and this is exactly where the ambiguity lives	The registered holder in the numbering system, which should be your business
What you should verify	Your contract wording, and whether the number is described as supplied, licensed or leased	That the registered holder is your legal entity, and that you have the rights of use PIN

Also worth knowing

Classification	Basis	13 number	1300 number	1800 number
Platinum	Numeric pattern	\$16,000	\$20,000	\$20,000
Diamond	Word value	\$8,000	\$8,000	\$8,000
Gold	Numeric pattern	\$6,000	\$4,500	\$4,500
Opal	Word value	\$2,400	\$1,500	\$1,500
Silver	Numeric pattern	\$1,200	\$750	\$750
Standard	Low or no identified pattern or word value	\$400	\$250	\$250

So what does “owning your 1300” actually mean?

It means holding the **rights of use**. Somebody holds those rights for every number in service in Australia, and the entire practical question, can you take this number with you, can somebody take it from you, does the goodwill you have built accrue to you, reduces to whose name is against it. **“Own it, do not rent it” is shorthand for “make sure the rights of use are in your business's name”**, and that is a checkable fact rather than a matter of opinion.

Questions the full guide answers

- ☐ Who owns my 1300 number, me or my phone provider?
- ☐ How much does a 1300 number actually cost the government?
- ☐ Can my provider refuse to release my 1300 number if I want to leave?
- ☐ How do I check whether I hold the rights of use for my 1300 number?
- ☐ What should I do if my provider holds the rights to my 1300 number?
- ☐ Is leasing a 1300 number always a bad idea?
- ☐ What happens to a 1300 number if I stop using it?

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**.