

## 1300 NUMBERS · OWNERSHIP · 2026

# The Day You Find Out the 1300 Is Not Yours

Nobody discovers this at a convenient moment. It surfaces mid-migration, when the number is already on the vehicles, the invoices, the shopfront and every business card ever printed.

**No one owns a phone number.** Australian numbers are a national resource managed by the ACMA for the Commonwealth, so what exists is a **right of use** recorded in a register. The only question is whose name is against yours. **Two routes get you a 1300:** allocated from your telco's block as part of a service, or bought as a **smartnumber** with the rights registered to your business. Those are very different positions and most owners cannot say which they have. **The published costs are small,** a standard 1300 is **\$250** once, up to \$20,000 for a Platinum pattern, and the government's annual charge on a ten-digit number in 2026 is **about 57 cents**, which a telco may pass on only at the fee the ACMA sets.

## The short version

| Allocated by your provider | Bought as a smartnumber                                                                  |                                                                                  |
|----------------------------|------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| How it arrived             | Your telco issued a number from a block allocated to them, usually as part of signing up | You selected and purchased a specific number through the ACMA numbering system   |
| What it looks like         | Whatever was next in the pool. Forgettable                                               | A pattern such as 1300 222 222, or a phraseword spelling something on the keypad |
| What it cost up front      | Frequently nothing, or folded into the plan                                              | A one-off allocation charge from \$250 to \$20,000, plus a registration charge   |
| Who holds the rights       | Depends entirely on the arrangement. This is where ambiguity lives                       | Whoever is registered in the numbering system, which should be your legal entity |
| Risk profile               | Fine for a routing number. Dangerous for a number you advertise                          | Strong, provided the registration is genuinely in your name and you hold the PIN |

## ■ Also worth knowing

| Classification | Basis of charge                            | 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       |

### Which means “own your number” is shorthand

It means **have the rights of use registered in your business's name**. That is not an opinion or a matter of interpretation, it is a line in a register, and it can be checked. Everything that follows in this article is about finding that line and, if necessary, changing whose name is on it.

## ■ Questions the full guide answers

- ☐ Do I own my 1300 number or does my provider?
- ☐ How much does a 1300 number cost to buy outright in Australia?
- ☐ Can my provider stop me taking my 1300 number to a new provider?
- ☐ How do I check who holds the rights of use for my number?
- ☐ What are the signs that I am renting rather than owning my number?
- ☐ What can I do if my provider holds the rights to a number I advertise?
- ☐ What happens to my 1300 number if the service is disconnected?

### 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 663 222** or visit [vocphone.com/about/contact-us](https://vocphone.com/about/contact-us).