BUSINESS NUMBERS · 2026

1300, 1800 or a Local Number?

Who pays for each kind of Australian business number, what it says about you, and which to publish for your type of business.

Start with your callers, not the number: where they are, what they call from and how they find you. Then pick **one number to publish** and **one to call out from**, and point both at the same people. Facts below are from the ACMA and Google, checked 5 November 2026.

The five numbers a business can use

Type	Looks like	Who pays for the call
Local	02, 03, 07, 08	Caller, as a normal call. Most mobile plans include it.
Mobile	04	Caller, as a normal call. Most mobile plans include it.
Local rate	1300 or 13	Shared. Landline: about a local call. Mobile: in the plan or a fixed rate. Business pays per minute.
Freephone	1800	Business. Generally free to the caller, though some mobile providers charge.
Smartnumber	Memorable 13, 1300, 1800	As above, plus a one off ACMA charge to buy it.

The caller ID catch

The ACMA says 13, 1300 and 1800 numbers **cannot be used as caller ID.** When you ring a customer back, they see a local or mobile number. Publish that number too, or your callbacks look like strangers and do not get answered.

On Google and your website

- Google Business Profile asks for a **local number** instead of a central helpline whenever possible.
- Give each site its own local number and profile.
- Use the same number everywhere: website, Google, invoices, signage, the van.
- Make it tap to call, and write it the Australian way: 02 9000 0000.

Which number for which business

Business	Publish	Call out from
Tradie, one region	Local or the existing mobile	The same number
Clinic or practice	Local number	The same local number
National online shop	1800 for sales and support	A local number
Multi-site franchise	Local per site, plus one 1300 or 13	Each site's local number
Sole trader	One local or mobile number	The same number

Smartnumber prices (ACMA allocation charge)

Class	13 number	1300 or 1800
Platinum (pattern)	$16,000	$20,000
Diamond (word)	$8,000	$8,000
Gold (pattern)	$6,000	$4,500
Opal (word)	$2,400	$1,500
Silver (pattern)	$1,200	$750
Standard	$400	$250

Porting, per the ACMA

- Local, mobile, 1300, 13 and 1800 numbers can usually be ported.
- Mobile about 3 hours; single local number 8 to 15 days; complex ports up to 30 days.
- Never cancel the old service first. Disconnected numbers are quarantined for 6 to 12 months.
- Make sure the account is in your business's name, not a contractor's.

Every number, one system

VOCPhone gives every user a local number, desktop and mobile apps, IVR, queues, voicemail to email and business SMS, and routes 1300, 1800 and 13 numbers through the same call flows. From $84.90 a month with three users on a 36 month term, $0 setup and $0 porting. Book a demo at vocphone.com/book-demo or call 1300 663 222.