

2026 SETUP GUIDE

How to Get a 1300 or 1800 Number in Australia

What these numbers really are, who pays for the call, what they cost, how to route them so they earn their keep, and a clear six-step path to getting yours live this week.

A 1300 or 1800 number is a **national inbound number** with no area code that rings through to whatever you nominate, a mobile, a landline, or a cloud phone system. The single difference between the two is who pays: an **1800 number is free to the caller** so your business wears the whole cost, while a **1300 number shares it** (the caller pays a local-call rate, you pay the rest). Both make a small operation look national and both are fully portable. Getting one is a six-step job: choose 1300 vs 1800, pick a standard, pattern, or phraseword number, choose a provider, point it at your phone system, build your routing, and go live. Watch for cheap-looking plans with punishing per-minute call 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 the caller's mobile plan	Free
Best-fit use case	Sales, general enquiries, main business line	Support, complaints, warranty, "call free" campaigns
Ongoing cost to business	Lower, the cost is shared	Higher, you pay all inbound charges
National, non-geographic	✓	✓
Routes to any line, mobile or cloud	✓	✓
Phraseword available	✓ e.g. 1300 PLUMBER	✓ e.g. 1800 FLOWERS
Fully portable between providers	✓	✓

■ Key points

- Get a 1300 or 1800 Number the Easy Way
- One Number. Every Call Answered.

Two things every 1300/1800 number gives you

A single national front door. One memorable number that works from any state, on any device, for as long as your business trades.

■ Questions the full guide answers

- ☐ What is the difference between a 1300 and an 1800 number?
- ☐ Do I need a phone line or new hardware to get a 1300 or 1800 number?
- ☐ How much does a 1300 or 1800 number cost in Australia?
- ☐ What is a smartnumber or phraseword like 1300 PLUMBER?
- ☐ Can I keep my 1300 or 1800 number if I switch providers?
- ☐ Should my small business choose a 1300 or an 1800 number?
- ☐ What is the catch with cheap 1300 and 1800 number deals?

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.