In an Australian first, the Northern Territory Government has instigated an Indigenous Arts Strategy with Chief Minister, Clare Martin, holding a special media briefing this morning for local, national and international arts journalists.

"It makes me very proud to announce that the Northern Territory is the first place in Australia to produce an Indigenous Arts Strategy, Building Strong Arts Business, with funding of $3.2 million over the next three years," Ms Martin said.

"The Northern Territory is a national and international focus for Indigenous Australian art - there is nothing accidental about this.

"Indigenous arts and culture are grounded through their connection with people and the land, and this is reflected in the cultural identity of the Territory.

"Seventy two per cent of Indigenous Territorians live on Aboriginal land, and it is this that provides the inspiration and powerhouse for art production.

"Linked to this, are the sheer numbers of Aboriginal artists in the Territory. The Myer Report estimated that 25 per cent of all of Australia’s visual artists reside here.

"That percentage includes 5,000 artists who are Indigenous, with 70 per cent of Australian Indigenous visual artists living and working in the Northern Territory.

"In context, this means that the Northern Territory’s Indigenous visual artists and craft practitioners number about the same as all their Indigenous and non-Indigenous counterparts in New South Wales," said Ms Martin.

"Arts and culture are a big part of our economy, directly through employment, marketing and sales, and indirectly in terms of visitor experience and support for the tourism industry. These industries are getting bigger and greater numbers of people are getting jobs and income from them in the Territory."

The Indigenous Arts Strategy is aimed at building the strengths of visual arts and crafts, performing arts, music, film and new media, and literature.