The NT Government in partnership with the Federal Government, Darwin City Council and Darwin City Promotions today launched an important new strategy aimed at creating positive Aboriginal role models, improving the tourist experience & tackling anti-social behaviour in Darwin.

Chief Minister, Clare Martin, said the Larrakia Goodwill Ambassador Project would see eight full-time and eight part-time indigenous "Ambassadors" employed within the Darwin CBD creating a positive Aboriginal presence.

"I congratulate the joint partners for supporting this initiative and combining to allocate $680,000 over the next three years to the project," she said.

"This is an exciting initiative that has been carefully developed with the support of the Aboriginal and business community and one that we expect to deliver strong results.

"The Ambassador Project has already seen eight people trained in first aid, behavioural protocols, customer service, heritage information and other areas. A further eight people are currently under going training and will start part-time work in the near future.

"This has provided our Ambassadors with new skills and employment opportunities for the future and built a partnership that this Government believes can pave the way forward.

The eight full-time Ambassadors will start work on Monday wearing highly recognisable uniforms.

"One of the main complaints by tourists is about not meeting indigenous Territorians - these Ambassadors will serve as an important and positive point of contact for visitors and locals.

"As the traditional owners of this land the Larrakia Ambassadors will also pass on information to tourists, serve as a role model to Aboriginal people, provide feedback for policy formation and also assist in situations where anti-social behaviour is occurring."

Ms Martin said the Ambassadors would help ease tensions and provide information on services available to itinerants and people involved in anti-social behaviour.

"Our Ambassadors will be assisted by the Government’s increased community day patrols and information referrals office and the recent Return to Country initiative."