



Northern  
Territory  
Government

## Growing the Indigenous Arts and Cultural Industry

Moving Alice Ahead

### Initiating and supporting strategies that place Alice Springs at the forefront of developments in the Indigenous art and culture industry.

This project is designed to grow the Indigenous arts industry in the Centre through developments that will benefit Alice Springs economically and socially by making the town a key place for tourists to buy art and develop the town as a base for arts based tourism.

The project will help place Alice Springs at the centre of this important \$28 million contemporary arts movement and develop the town's reputation as the reputable hub for buying Indigenous arts and crafts.

### How it will happen

- Developing a permanent exhibition at the Araluen Centre showcasing Indigenous art and culture.
- Creating printed materials and information sessions explaining the basics of Indigenous art and how to buy it.
- Working with the industry to promote Alice Springs as the reputable place to buy Indigenous art.
- Developing other exhibitions and experiences that encourage arts tourism and spending on the arts.

### What it will mean

#### For residents

- Increased Indigenous employment.
- More tourists visiting Alice Springs.
- Strengthening the cultural life of the town.

#### For business

- More tourists in town spending more money on local product.
- Further development of local art and film industries.
- Most money spent on Indigenous art remains in the region.



## What we have already done

- Promoted and distributed Purchasing Australian Aboriginal Art – A Consumer Guide brochure.
- Continued support and development of the Beanie Festival through Remote Festivals Funding program.
- Supported and developed Desert Mob events including Desert Song, Desert Mob Symposium, Marketplace and Dance Site.
- Created Indigenous Art Markets at Alice Springs Desert Park.

## What will happen next

- Development and delivery of “How to buy Indigenous art” sessions and tours at Araluen.
- Creation of a permanent exhibition at Araluen showcasing Indigenous art from different areas and cultures and connecting visitors directly to the art centres through technology or information provision.
- Stronger links to tourism through connections with art centres and Tourism NT.
- Increased Indigenous employment and training at Araluen using the Desert Park as a model.
- A stronger approach to interstate and international tourism marketing at Araluen.
- Use of film and new media to interpret Indigenous art and cultures at Alice Springs Cultural Precinct and Alice Springs Desert Park.
- A new plan for the Cultural Precinct emphasising social and cultural history and the links between art and social and cultural history.
- Creation of areas at Alice Springs Cultural Precinct and Alice Springs Desert Park where Indigenous artists can work and interact with tourists through teaching basket-making, painting or other skills.
- Creation of an Indigenous Arts Events Calendar.
- Continued support for Indigenous Arts through Arts NT Grants programs.
- Continued support through Museum and Art Gallery of the Northern Territory for Indigenous Arts Awards.

## For more information

[www.nt.gov.au/nreta](http://www.nt.gov.au/nreta)