(1) First, create a number range variable:

Insert > Cross-reference... > Variables > Number range > Illustration > Insert > 1

(2) Second, create a cross-reference to this variable:

Insert > Cross-reference... > Cross-references > Illustration > Numbering > Insert > Illustration

(3) Save the document in docx format.

The cross-reference is not converted correctly to text in the .docx format but is in the .doc.