WE ACKNOWLEDGE THIS LAND AS THE TRADITIONAL TERRITORY OF THE LENI-LUNAAPE, ANISHINAABE, HAUDENOSAUNEE PEOPLES AND THEIR ANCESTORS WHO LIVED HERE FROM TIME IMMEMORIAL. WE RECOGNIZE AND DEEPLY APPRECIATE THEIR HISTORIC CONNECTION TO THIS PLACE.

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About Us

Our Vision
Inspiring the archaeologist in everyone through the exploration of Ontario’s diverse cultural heritage

Our Mission
Through stewardship, research, and education the Museum continually strives to advance our understanding of Ontario’s archaeological heritage. We bring the human past to life, make it relevant to understanding the present, and inspire an appreciation of, and respect for, Ontario’s cultural diversity.

Our Values
Stewardship
- Inspiring people to become stewards of Ontario’s archaeological heritage.
- Demonstrating exemplary stewardship of the cultural resources in MOA’s care.

Research
- Creating and advancing knowledge about Ontario’s archaeological heritage.
- Disseminating information as widely, making it as accessible as possible.

Education
- Providing exceptional, interactive, and engaging learning experiences.
- Sharing First Nations culture and heritage through community-led programs and activities.
02

Impact Snapshot

7,232
Visitors

5,316
Volunteer hours

97,296
Website page views

105
School groups

8,030
Social media followers

4,907
Students from school groups
Leadership

President & Executive Director Report

Forty years ago, the Museum of Ontario Archaeology (the “MOA”) was formally incorporated as a non-profit museum dedicated to caring for Ontario’s material heritage, providing opportunities for researchers to piece together and study those collections, and to educate visitors about Ontario’s rich and diverse cultural history. Located initially on the campus of Western University, the collections were moved to 1600 Attawandaron Road when the Lawson family bequeathed their land, the location of a ca. AD 1500 archaeological village, for a dedicated museum building. Construction on the museum was completed in 1980 and Western University added an addition to the facility in 2010 dedicated to innovative research and state-of-the-art collections curation.

Over the course of our 2017-18 year, a great deal of the Board’s collective focus has been on finalizing an agreement with Western University that will formally transfer the Sustainable Archaeology addition to the MOA in the fall of 2018. With the transfer, the MOA will be inheriting a substantial curation repository with the infrastructure to store over 50,000 boxes of archaeological collections. These resources will broaden our capacity to curate and care for Ontario’s archaeological heritage, while the high-tech imaging equipment that we are inheriting will attract researchers and provide new digital opportunities for accessing and engaging with collections. The culmination of collections capacity and centralized research potential will provide substantial resources to share through our public-facing galleries in the museum for decades to come. With continued guidance from the Sustainable Archaeology Advisory Committee, the MOA is committed to collections standards that incorporate Indigenous cultural values and ensuring that those values are reflected in our educational and public programs as well as our interpretive galleries.

Ron Williamson
Board President

Rhonda Bathurst
Executive Director
Leadership

Lawson Chair Report

In many ways, this past year has been one of transitions. Working with the Museum and Western to help facilitate the transfer of the Sustainable Archaeology facility. Pausing in our “Un-Fieldschool” Lawson site management and remediation work to allow for report writing and to address longer term planning for this important heritage place. And planning for what the focus and emphasis of the Lawson Chair should be at the Museum past the pre-occupation of the last eight years getting Sustainable Archaeology up off the ground and running.

The Lawson Chair’s primary responsibilities in the area of research, archaeological insight and promotion here at the Museum began last July spending a week working with the tv production folks producing an episode of “Wild Archaeology,” which showcases Canada’s Indigenous heritage through the experiences and knowledge of three Indigenous hosts. We were able to accommodate their production needs by having the hosts work within an area of the Lawson site that earlier in the summer was part of our Un-fieldschool and rehabilitation work. This allowed us to convey the importance about this ancestral community, how central this site is in the history of Canadian archaeology, and how the Museum plans to care for site long term. Filming also occurred in the longhouse, Museum and SA, and everyone from the Executive Director to Western grad students Becca Goodwin and Hillary Kizayk, to TMHC’s own Matt Beaudoin had their time in front of the camera with the hosts of the show. We’re told it is still another year or so before the episode will air, but we all look forward to seeing how they present the unique and important story of the Lawson site to a television audience!

A big pre-occupation for the Lawson chair and many folks at the Museum is facilitating the integration and re-conceiving of Sustainable Archaeology as being a part of the Museum. Many, many, meetings, much planning, and much work has gone into the discussions with Western. We are all very excited to see this happen. And we are especially thrilled
That we managed to secure the transfer of the Ontario Ministry of Tourism, Culture & Sport’s archaeological collections to the facility in advance of this integration. This means that integration of SA with the Museum brings both financial support going forward, and a wealth of important archaeological material heritage to care for, explore and celebrate in the years ahead. Indeed, it will be exciting and not a little bit daunting to now be able to move on from thinking and talking about this integration to actually thinking and pursuing the many opportunities and research initiatives arising from this opportunity!

Though it is hard to keep track day to day, I continue to be impressed at the scale of research emerging out of the Museum. We continue to accommodate a wide range of research and educational requests, with well over 50 researchers, students, CRM archaeologists, institutions, classrooms and First Nations this past year accessing the Museum and SA facilities, collections and staff to advance knowledge about Great Lakes archaeology and archaeological research. This includes over 10 faculty, post doctoral and graduate student research projects arising out of Western and the Department of Anthropology. Not to mention the various projects and publications I find myself involved with locally and further afield!

Looking forward I am excited to see Dr. Chris Ellis, who is retiring from both the Anthropology Department at Western and the Museum’s Board, join us in July as the Museum’s newest Research Associate. Chris will be continuing his research here while adding immeasurably to the community and fabric that is the Museum, and no doubt be called upon to share his extensive knowledge of Ontario’s archaeological record. Lastly, I am looking forward to working with Dr. Michael Carter, a former PhD student of mine. You may know from exhibits or from trying the Virtual Reality longhouse in the gallery that Dr. Carter created that immersive environment as a part of his PhD research, which was successfully defended last Fall. Michael has agreed that a part of his dissertation will now be developed into a manuscript to be published through the Museum’s own publication series, detailing the exhaustive research he did on how archaeologists “understand” and visualize longhouses to inform the immersive longhouse build he created. This publication will represent a major advancement in Digital Archaeology, and again contribute to situating the Museum as a leader in this very exciting, emerging field of practice!
MOA’s financial accounts are divided into three funds: Operating, Capital, and Endowed. Combined, these funds provide an overall picture of the financial health of the museum with the total fund balances at the end of the year being $3,168,544.

In 2017-18, MOA received approximately 26% of its revenues from operating grants from the Province of Ontario (Community Museums Operating Grant), the City of London including the London Heritage Council, and Western University. Self-generated revenue was down 7% from 2016-17, reflecting a decrease in donations in 2017-18. The remaining funds necessary to operate the museum were generated through program and service fees, project grants and gift shop sales.
In 2017-18, 30% of the Museum’s annual operating expenses were tied to programs and service delivery. This includes the salaries necessary for these programs to operate. The gift shop accounts for 3% of expenditures and building maintenance 9%. Non-programming salaries and administration costs represent 40% of the Museum’s annual expenses and support the management, marketing, and governance of the Museum, as well as its support of the Lawson Chair.

Our investment returns this year resulted in a positive gain of $111,589. Returns are used to offset any deficit in operation costs over revenues.

Our annual audited financial statements by KPMG LLP are publicly available on our website at http://archaeologymuseum.ca/about-moa./annual-report/

Note: This report is based on preliminary 2017 information, and audited results may vary. Variances, if any, are expected to be minor. The reader should refer to the audited 2017-18 financial statements, available online.
Marketing & Fundraising

As the MOA self-generates 37% of its review, fundraising and marketing represent key initiatives. While fundraising targets were down in 2017-18, social media and online marketing displayed considerable growth.

Website views were 97,296, representing a 27% increase over 2016-17 with visits averaging one and a half minutes and most leading to viewers calling the museum, seeking directions, or registering for programs. Facebook, Twitter, Instagram, and LinkedIn followers continue to see a steady increase, with a total of 8,030 followers across all platforms and an average of 20-55 engagements per day. The most successful posts across all platforms relate to job/internship postings.
Supporters

We could not be more grateful to the financial, resource, and in-kind support from our funders, granting agencies, community partners, local businesses, and volunteers. This year we particularly acknowledge the City of London for their way-faring signage around the village and for the woodchips. The village and gardens were cleaned and tidied thanks to a crew of 45 students from Western Serves last September. Starbucks has generously donated not only coffee & tea but gift cards to support our event volunteers. The Davey Tree Expert Company have provided valuable guidance on woodlot maintenance, and Elgie Bus Lines were instrumental in expertly shuttling over 3,300 visitors to and from our Harvest Festival last year.

CORPORATE, FOUNDATIONS, COMMUNITY, AND GOVERNMENT FUNDEX

Department of Canadian Heritage – Canada Cultural Spaces
Department of Canadian Heritage – Young Canada Works
Department of Canadian Heritage – Heritage Festivals Grant
Ministry of Tourism, Culture and Sport
The City of London
Canada Summer Jobs
Western University
Youth Opportunities Unlimited
YMCA Student Exchange
Ontario Arts Council
London Heritage Council
TD Bank
Cowan Insurance

IN-KIND DONORS & SPONSORS

Sustainable Archaeology: Western; 102.3 JackFM; Domino's Pizza; The Original Cakerie; Elgie Bus Lines; A.I.A.I.; S.O.H.A.C.; In Motion; Sobeys; No Frills; Farm Boy; Food Basics; Angelo's Italian Bakery; Starbucks Coffee; Culligan Water; The Corn Crib; Davey Tree Service; Skanah-doht Village and Museum
MOA offers Ontario Curriculum-based education programming for Elementary and Secondary students focusing on Indigenous history in Ontario and archaeological methods. Regular Programs are available as both onsite and outreach programs and in half-day and full-day formats. MOA is also a participating site in the Museum School London program coordinated by London Heritage Council. In 2017/18, MOA welcomed 4,907 students and 541 teachers and chaperones over 105 school programs and 7 weeks of Museum School.

In 2017-18 the MOA struck an ad hoc Education Review Committee to review the museum’s programs and provide guidance towards implementing the recommendations of the federal government’s 2015 *Truth and Reconciliation Commission*. The Committee generated a *Calls to Action* document that will guide a revision of the Education Programming over the next several years.
Programming

Education cont.

Museum School

MOA continues to participate in the London Museum School program coordinated by the London Heritage Council, which collaborates with teachers to move their classroom to a museum or heritage site for a full week of curriculum-based experiential learning.

There is an emphasis on journal writing, which encourages students to slow down and better observe their lessons throughout the week. This year MOA welcomed 7 classes from West Oaks P.S., Wortley Road P.S., Jean Vanier C.S., New Sarum P.S., John Dearness P.S., Caradoc North P.S., and St. Anne’s C.S.
Programming

Public

Public Programs
MOA offers Public Programming throughout the year to groups from private and public organizations, such as community groups, day camps, ESL programs and adult programs. MOA also delivers our popular children's day camps, birthday parties and Special Events.

Birthday Parties
MOA offers four themed birthday parties for children ages 5-14. These are Creative Minds, CSI, Ice Age Adventure, and Dig-it. Each party incorporates activities, crafts, and games designed for a fun learning experience. In 2017-18, MOA hosted 36 birthday parties with 373 participants.

Public Education
In 2017-18 we delivered 29 public education programs to adult and youth groups from private and public organizations; there were a total of 713 participants and 77 leaders and chaperones.

Children's Camps
MOA’s summer programming is dominated by our children’s summer day camps. The main camp is for children ages 5-9 and runs for 9 weeks in July and August (185 campers). The camp themes for 2017 were: The Story of Archaeology; Ice age; Around the World in Five Days; The Earth and Its Wonders; London: Past, Present & Future. In 2017-18 MOA also offered a week-long March Break camp (29 campers), three 1-Day PA Day camps (18 campers), and two 3-Day Junior Camps Dig-It Camps for Ages 10-14 in July and August. This camp is themed with Archaeology and its methods (20 campers). There were a total of 252 campers who attended MOA camps in 2017-18.
MOA hosted 8 events during the 2017-18 year with a total attendance of 3,998, and 10 specialized workshops with a total attendance of 119. Events and workshops provide an incentive for locals to visit and re-visit the MOA and provide visitors opportunities to engage with and participate in Ontario heritage and culture.

Paint & Culture Nights featuring Kettle and Stony Point First Nations artist Moses Lunham, who is also our London Arts Council sponsored artist-in-residence for our Museum school have been one of our most popular workshops, and we hosted 3 in 2017-18. Other workshops include drum-making, moccasin making, and other First Nations traditional crafts.

Maple Harvest Festival  
March 10, 318 attendees

International Archaeology Day  
October 21, 88 attendees

Harvest Festival & PowWow  
September 16-17, 3,300 attendees
Outreach & Relationships

During 2017-18, we renewed our efforts to forge relationships and increase the MOA’s profile by engaging with community groups, extending invitations to government representatives, and by taking MOA exhibits and programs out into the community. MOA Staff attended 14 outreach events, including the Canadian Archaeological Association’s conference in Gatineau in May and the Ontario Archaeological Association’s conference in Brantford in November. The MOA was also present at London Heritage sponsored events such as Sesquifest and Heritage Days, and Pillar events such as the Meaningful Market. The MOA enjoys a close affiliation with Western University, and in 2017-18 hosted classroom tours and collaborative courses with the Public History program, the School for Advanced Studies in the Arts & Humanities, as well as the History, Visual Arts, and Anthropology Departments. We also frequently work with classes from Fanshawe College in Business and Communications programs.

Outreach Programs

Glen Caradus, the Paddling Puppeteer, visited in July

Dr. Heather Hatch and a tour group from the Archaeological Conservancy in August, 2017

Board VP, Dr. Andrew Nelson; Executive Director, Dr. Rhonda Bathurst and London West MP Kate Young.
The MOA deaccessioned two collections in early 2018. The first was the repatriation of all false face masks and turtle shell rattles in the museum’s collections to Six Nations and Oneida of the Thames, respectively. The second deaccession fulfilled a transfer request from the Canadian Museum of History for all of the raw data, reports, maps, catalogues, and archives from the New Toronto International Airport Project (NTIA) that the museum excavated in the 1970-80’s under Dr. Bill Finlayson.
Exhibits

Indigenous Matters
April – August 2017
Western University, First Nations Studies
Department Introduction to First Nation Studies, Year I
Dr. Susan Hill, 35 students and 2 TA’s

A collaborative exhibition featuring work by Western students exploring Indigenous representation in the media and within communities, both Indigenous and Non-Indigenous, from perspectives that explored both historic and contemporary Indigenous life. Indigenous Matters gained the attention of most local media, including the London Free Press, and was the only exhibition in the 2017-18 year to have an official opening reception.

Farming Before Canada: The Harvest Season at Lawson Site
September - December 2017
Museum of Ontario Archaeology

This autumn-themed exhibit focused on archaeological evidence relating to the fall harvest, coinciding with the 9th Annual Harvest Festival & PowWow. Along-side archaeological interpretations of faunal, floral, and ceramic artifacts from Lawson Site, the exhibit incorporated video and live presentations of traditional knowledge about the harvest season in collaboration with Lotunt Honyust, a traditional teacher of the Oneida of the Thames First Nation.
Exhibits, Cont.

VRchaeology: Virtual Reality Exhibit
January 2017 - present
Museum of Ontario Archaeology

Featuring 1) Dr. Michael Carter’s longhouse reconstruction, 2) the Art Gallery of Ontario’s medieval prayer bead and 3) a virtual exhibit where visitors can ‘touch’ and engage with archaeological artifacts in a virtual environment. In 2017-18 visitors answered 380 exit surveys. Most users were adults over 40 years of age, and over 70% were from the London or surrounding area.

Designing Digital: New Methods in Interpreting the Past
January – June 2018
Museum of Ontario Archaeology

A collaborative exhibit with Dr. Michael Carter featuring his digital longhouse reconstruction PhD research at Western University as an example of how technological advancements impact our interpretations of archaeology.

Collaboration & Outreach

The MOA provides space to promote First Nations heritage and culture and makes efforts to share our collections through outreach initiatives. In September-March we hosted a PhotoVoice exhibit by the Antler River Guardians from the 4 Directions that featured themes of environmental awareness and heritage about the Thames River. We also took a mobile exhibit about one of the MOA’s founders, Elsie Jury, to the London Heritage Fair in February.
2017-18 Board Directors
Peter Carruthers, Senior Associate, Archaeological Services Inc.
Christopher Ellis, Professor, Department of Anthropology, Western University
Matthew McCarthy, Ogletree Deakins International, LLP
Don McLeod, Documentary Producer
Darren Meister, Ivey Business School/Western Engineering
Miggs Morris, Educator, and author
Dana Poulton, Archaeologist, D.R. Poulton & Associates
Jaime Neely, Chiropractor
Kelly Riley, Treaty Research, Chippewas of the Thames

Ex-officio Appointments
Neal Ferris, Lawson Chair of Canadian Archaeology, Department of Anthropology, Western University
Rhonda Bathurst, Executive Director, Museum of Ontario Archaeology
Staff Support

RHONDA BATHURST
EXECUTIVE DIRECTOR

CINDY BARRETT
ADMINISTRATIVE OFFICER

KATIE URBAN
LEARNING COORDINATOR

NICOLE ASZALOS
CURATOR

ANGIE PICCININ
VOLUNTEER COORDINATOR

HEATHER HATCH
SA COORDINATOR

R. COLIN CREAMER
SA DIGITAL CONVERSION

The MOA is open 323 days a year and is supported by four full-time regular employees, two full-time contracts, and one part-time contract Staff. The Board thanks and appreciates their dedication and efforts through the 2017-18 year in welcoming 7,232 visitors, organizing 18 events and workshops, opening 3 feature exhibits, hosting 4,907 school children, managing 5 new collections accessions, supervising 30 term Staff, and assisting with preparations for the acquisition of Western’s Sustainable Archaeology facility.
Term Staff

CURATORIAL, EDUCATION & PUBLIC PROGRAMMING STAFF

Young Canada Works:
Taylor Burnet, Sr. Camp Counselor
Elizabeth Jackson, Education Assistant
Amanda Mogk, Community Outreach Assistant

Canada Summer Jobs:
Ellena de Oliveira, Sr. Camp Counselor
Maria Sinclair, Education Assistant
Amber Kernaghan, Community Outreach Assistant

Youth Opportunities Unlimited:
Diana Angarita, Jr. Camp Counselor
Jordan (Hannah) Christensen, Jr. Camp Counselor

Curatorial Interns:
Shayla MacDonald & Brianna Lagace-
Western University MA Art History
Emma Lammers- Western University- BA English Lit.
Amanda Fulcher- Algonquin College-
Museum Studies
Alper Ozturk- Centennial College- Museum and Heritage Mgmt.
Joel Woodhams, Fleming College, Museum Management and Curatorship

YMCA Student Exchange:
Nicolas Olivares, Jr. Camp Counselor

Education Interns:
Alison, Jursa, Georgian College

Western Workstudy:
Farihiya Abdalle, Jr. Camp Counselor (Summer), Education Assistant (Fall/Winter)
Mai Hussein, Jr. Camp Counselor
Tania Al-jilawi, Jr. Camp Counselor
Rhiannon Leigh Tyler, Jr. Camp Counselor
Shiqui Zeng, Jr. Camp Counselor
Hayat Bander, Jr. Camp Counselor
Manal Elhassan, Jr. Camp Counselor
Waqar Bin Kalim, Jr. Camp Counselor
Janet Ho, Visitor Experience/Education Assistant

Elizabeth Jackson, Education Assistant
Amanda Mogk, Education
Charles Parker, Visitor Experience Assistant
Sarah Mills, Curatorial Assistant
Zsofia Agoston Villalba, Curatorial Assistant
Tamara Hluchaniuk, Curatorial Assistant
“Volunteering at the MOA has been the best volunteering experience I have had to date. Not only are the staff extremely kind and accommodating, but they made sure that I was comfortable with the activities and material before presenting it to a group. I am having an extraordinary time and will continue to volunteer with the MOA in the future.”

RETURNING

Gene Nakonechny
Daryl Dann
Valentina Egrova
Laurel McInnis
Ellena de Oliveira
Gary Fleming
Sara Johnson
Cheyanne Lepka
Ira Lehtovaara
Linda Thornborrow
Brennan Vogel
April Wall
Shelby Wall
Lorelyn Giese
Charles Parker
Jason Bathurst
Natalie Barrett
Carey Platt

NEW

Dessa Hayes
Coralia Tudor
Rose Elliott
Maria Moreno
Max Langley
Etienne Lavalle
Mike Lucas
Sarah Johnson
Brook Gosden
Sarah Bentley
Kat Holroyd Lecuc
Kim Lundberg
Afreen Shabbir
Jasmine Kanter
Eli D’Arcy
Erika Ilse
Sonya Hauri-Thiessen
Shayla MacDonald
Andres Santa Cruz
Tony Zylstra

+ ALL OF OUR SHORT TERM/ONE TIME VOLUNTEERS!