The Museum of Ontario Archaeology is located on the ancestral territory of indigenous peoples, who today include the Haudenosaunee, Anishinaabe, and Munsee-Deleware First Nations of this region, as well as the many indigenous people who make London their home. We recognize that we hold and care for archaeological collections and material heritage from across the many first nation territories now called Ontario. We hold these collections as a public repository, and in trust, and seek to work collaboratively in the care, access, decision making, and learning from this vital heritage record.

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About Us

Vision
Connecting people to the stories of the human experience through time and place.

Mission
We share, interpret and care for the archaeological record to advance an understanding of Ontario’s heritage.

Values

Discovery
We are passionate about the past, curious about exploring how people lived and adapted to changing natural and cultural environments.

Community
We welcome multiple perspectives and recognize that the diversity of the human experience includes more than one voice and one way of looking at things.

Integrity
We are committed to responsible, open, and transparent methods of care and interpretation.

Care
We value and have a duty to continually earn the trust of the communities we serve.

COVID-19

Due to provincial Emergency Orders, the MOA was closed for 15 weeks during the 2021-22 fiscal operating year, and under capacity restrictions for 10 months. This negatively impacted visitor attendance, educational programming, public events, exhibits, building and grounds maintenance, staff employment and volunteer recruitment and retention for the second consecutive year in a row. On-site attendance numbers reflect just 13% of the visitors reported in 2018-19. With most restrictions lifted by the end of the 2022 fiscal year in April, we are starting to see some recovery. The MOA Leadership thanks and sincerely appreciates the tenacious efforts of Staff and the dedication of visitors and stakeholders in supporting the museum through these tumultuous times. The Museum is sincerely grateful for operating subsidies and other support from Canadian Heritage, the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries and the province of Ontario.
Impact Snapshot

- **Social Media Followers**: 11,677
- **Website page views**: 101,000
- **Students Educated**: 432
- **Virtual exhibit visitors**: 11,682
- **On-site Visitors**: 1,411
- **Educational groups**: 30%
- **Volunteer hours**: 2,600
- **Emerging professionals employed & trained in transferable job skills**: 12
- **Boxes of Collections**: 8,906
Message from the Chair of the Board

To my fellow Museum community members,

I have come to the end of a nine-year journey on the Board of the Museum, the last seven of which were spent as President of the Board. I enjoyed this experience enormously.

My career began at the museum in the early 70s as a volunteer cataloguing the Jury collection. It was during those months that I became familiar with a broad range of Indigenous artifacts from various time periods of southern Ontario’s past. The Jury collection remains one of the richest records of the material culture of Indigenous peoples in this region.

Our museum has an obligation to house and interpret the Jury and newly acquired Indigenous collections in the spirit of full collaboration and informed consent. And we have many new collections. When I first joined the board, we had the herculean task of bringing a realistic business plan to the brand-new Sustainable Archaeology facility, which was very much a product of the dreams and incredible talent of our Lawson Chair, Neal Ferris, and the many others who helped him bring that about. We had to plan for the integration of SA into the Museum and to ensure the long-term financial health of the new integrated whole. This took the efforts of all of us, staff and Board, and involved not only the physical operations planning but also rethinking how the Museum should relate to Western University. Our special relationship with Western, based on history and mutual understanding, evolved to what today is a focus on mentorship and research. We are very fortunate to have that thriving relationship.

The Board also took on the task of capital improvements including a new roof and HVAC systems, and we managed to seemingly address the major drainage issues, thanks to Staff and our former VP, Andrew Nelson.

In the years just before the Covid 19 nightmare, the Board also completed a Strategic Plan and an Interpretive Plan, both consultative studies that strengthened the Museum’s core values with one of our main objectives being exhibit renewal. These plans are integral to our future success, and we must now turn our attention to applying what we learned from our communities in those consultative processes to create revived learning spaces both within the Museum and outside on the Lawson National Historic Site.

I leave the Museum Board filled with optimism and enthusiasm. My optimism is in no small part due to the incredible staff of the Museum – Rhonda, Cindy, and Heather and our support personnel. They are unflappable experts. A special word for Rhonda. I am grateful for the day the Board appointed Rhonda as the Executive Director. The Museum ended up with a person at the helm with incomparable expertise, enthusiasm, work ethic, and who just happens to be a wonderful human being. I am not disappearing from the Museum community, and I look forward to many opportunities to continue to work with all these people and the new Board and Executive. Together, we are dedicated to continuing the success of our past into an even more exciting future.

Ron Willia
Board Pre
Directing the Museum of Ontario Archaeology through a second year of the COVID-19 pandemic brought both familiar and new challenges, but closed with the anticipation that more stability and predictability lay ahead. The federal and provincial governments were once again vital in providing operational subsidies and financial supports that kept the Museum operational and staff employed, including Canadian Heritage, Canada’s Regional Development Agencies, Ontario Community Museums Operating Grant and subsidy and the Ontario Business Fund. The Museum operated throughout 2021-22 with reduced Staff and minimal on-site public engagement. Shifting to online exhibits, pre-registered tours and remote and hybrid learning allowed the Museum to remain engaged with the public while delivering on its mandate to share and care for Ontario’s archaeological heritage. Collections Staff continued to accept transfers and spent the majority of the year implementing a new collections management system that was funded in part by a grant from the Canadian Museums Assistance Program for Collections Management.

The Staff at the museum, including regular full-time, short-term, interns and volunteers, whom I have the honour and privilege of working with, are second to none in enthusiasm, adaptability, and dedication. They have taken on the unpredictable challenges of the past few years and not only persisted, but they have often excelled and exceeded in their tasks. We enter our 2022-23 year with a new database and digital portal to access museum collections, new outdoor Augmented Reality experiences, 360-degree behind-the-scenes tours, a suite of digital and hybrid education and public programming, new touch-free and renovated learning and reception spaces that ensure a safe and comfortable visit, and an updated set of Bylaws that are ONCA compliant. Last summer, we introduced a new event adapted to COVID precautions while encouraging outdoor adventures and the support of local businesses. Our Heritage Scavenger Hunt received overwhelming support from businesses such as Flair Airlines, Anderson Craft Ales, TMHC, Mastermind Toys, Tourism London, Zen ‘Za Pizzeria, Long and McQuade, Uber Cool Stuff, Pet Value Byron, Squeaky Wheel, UTRCA, Downtown London, Museum London and Eldon House. The event was such a success that we are planning our second Heritage Scavenger Hunt from August 26 to September 5, 2022!

We still face many challenges on our path to recovery and realigning with our revitalisation goals, as laid out in our 2021 Interpretive Plan. In addition to the challenges of a pandemic, archaeological practices and museums have experienced cultural reckonings as Descendant communities and the general public demand more transparency and accountability for past and current practices. We hear these concerns and are committed to transformative change that will make a more welcoming, relatable and better-connected experience for the communities we serve.

Rhonda Bathurst
Executive Director
The MOA’s financial accounts are divided into three funds: Operating, Capital and Endowment Funds. Combined, these funds provide an overall picture of the financial health of the museum with the total fund balances at the end of the 2021-22 fiscal year being $6.6 million. While operating expenses exceeded revenue, the deficit was covered with support from the endowed funds. Details of the MOA’s 2021-22 accounting can be found in the annual audit prepared by KPMG.

**Operating Revenue**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collections</td>
<td>12%</td>
</tr>
<tr>
<td>Earned Revenue</td>
<td>9%</td>
</tr>
<tr>
<td>Government Operational Funding</td>
<td>10%</td>
</tr>
<tr>
<td>Private Donations</td>
<td>19%</td>
</tr>
<tr>
<td>COVID Subsidies (Government)</td>
<td>16%</td>
</tr>
<tr>
<td>Project Funding</td>
<td>34%</td>
</tr>
</tbody>
</table>

**Operating Expenses**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects &amp; Programming</td>
<td>24%</td>
</tr>
<tr>
<td>Collections &amp; Research</td>
<td>29%</td>
</tr>
<tr>
<td>Occupancy</td>
<td>13%</td>
</tr>
<tr>
<td>Administration</td>
<td>34%</td>
</tr>
</tbody>
</table>
For the 2021-2022 year, I balanced Lawson Chair duties with a sabbatical, which allowed me to pursue a range of research topics while still providing support for various Museum activities.

For me, important activities I was involved with over that time included supporting several First Nation-directed undertakings, ranging from a very sombre support last summer and autumn of colleagues at Western and the Chippewas of the Thames First Nation grappling with how to proceed in addressing hurtful legacies, to a number of collaborative research explorations of Ontario’s archaeological record, to servicing requests for assistance or insight from individuals in First Nations communities concerning current archaeological practices in Ontario. But perhaps of most consequence for the Museum, we were able to start up a Museum Indigenous Advisory Circle. Currently consisting of people who previously served on the Sustainable Archaeology Advisory Committee, these individuals are very much thinking about and transforming archaeological practice to best respect and serve their nation’s interests and priorities regarding their sovereign archaeological heritage. Their vision, experience, advice - and humour – will be vital as the Museum itself thinks about and evolves its sense of its role in archaeological practice, education, and research today. Especially as the Museum envisions itself as caring for the material record of this sovereign heritage beyond the legacies of Sustainable Archaeology.

Another focus this past year was to further act on a stewardship and care plan for the Lawson site. The document an MA student and I had developed led to a series of Board-directed priorities and action points for this significant place. First up will be to permanently map the limits of a protective buffer across the site later this summer with the support of Ed Eastaugh from the Department of Anthropology at Western University. Moving on those action points will also help reframe our role in the stewardship of this vital place by being inclusive of a diversity of voices and help inform Museum policies and practices as those evolve in the next few years.

During this sabbatical year, research was a particular preoccupation for me. I was able to advance my own work on topics looking at archaeological practice, the 15th-18th century archaeology of southern Ontario, and the global archaeology of colonialism. I also found myself collaborating with students and scholars from Canada, the United States, and England on a range of projects they were undertaking. I am particularly excited by research led by Sydney Rowinski, an MA student working with me. We generated two surveys we posted at the end of 2021, focusing on the demographic makeup and sentiments of the CRM industry and its practitioners in Canada. The response to the survey was excellent, and while she is currently working on completing her thesis, we can already see that the results will, for the first time, provide a real insight into this very important form of archaeological practice in the country. Sydney and I will be able to begin to report on the findings from this survey at the OAS conference later this Fall. Given how vital this sector is to many of the Museum’s programs and priorities, these results – which will also serve as a baseline for an ongoing longitudinal study – will help us anticipate trends and the needs of the sector we can hopefully meet in the years ahead.

While I enjoyed this past year as a sabbatical, I also look forward to diving back into teaching and a range of Museum policy and procedural initiatives this next year!

Dr Neal Ferris
Lawson Chair of Archaeology
Western University Anthropology/Museum of Ontario Archaeology
The MOA works collaboratively with many individuals and institutions across Ontario and North America to advance the mission and values of the Museum. At the same time, the MOA also provides support to researchers, students, Descendant communities and others in navigating access to artifacts, data and information about archaeology and the collections that are cared for in the Museum's facilities.

### Researchers Supported
- 17 Researchers
- 3 Indigenous Researchers
- 3 Student Projects
- 1 Artist
- 5 General collections inquiries

### Collaborations with Other Institutions
- Fanshawe College
- Fleming College
- Centennial College
- Toronto Metropolitan University
- West Elgin High School
- Frederick Banting High School
- London Heritage Council
- London Heritage Fair Committee
- Ontario Archaeological Society
- Fusion: the Ontario Clay and Glass Association
- London Clay Arts Centre
- Google Arts and Culture
- Beyond the Blackboard
- Huron, Perth, Middlesex Museum Network
- Etobicoke Historical Society
- Ministry of Heritage, Sports, Tourism and Culture Industries
- Archaeological Services Inc.
- Timmins Martelle Heritage Consultants
- WSP Golder
- Archaeological Assessments Inc
- Thomas G. Arnold & Associates

### Institutional Loans
- Aylmer Museum and Archives
- Waterloo Region Museum
- Huron-Wendat Museum
- Canadian Museum of History
Collections

Archaeological Collections
The Museum of Ontario Archaeology holds archaeological collections in trust for the People of Ontario and facilitates access to the objects and their stories via our programming, exhibits, online galleries and special research and cultural requests. The museum currently holds 8,906 boxes of archaeological materials, the vast majority of which were collected through licensed archaeological excavations. MOA holdings also include collections held in trust for the Ministry of Heritage, Sport, Tourism and Culture Industries.

New Collections
Boxes In:
Ongoing Active Contracts:
ASI
TMHC
WSP Golder

New Contracts:
WSP Golder
Thomas Arnold and Associates
Archaeological Assessments ltd.

8,906 Collections Boxes

51,189 Digitized Records

777 New Boxes

402 Repackaged Boxes

New Collections Database
With funding assistance from the Canadian Heritage Museum Assistance Program, the MOA developed a new Collections Management System that includes an online access portal for searching archaeological, ethnographic, art and archival collections that are curated at the museum.

The portal was developed in Argus, a product of the Lucidea software company, and can be accessed from the MOA website.

Ilse Kraemer Collection
The Ilse Kramer collection was transferred into the care of the MOA early in 2022, representing a lifetime of archaeological work. It includes many sites that are not otherwise recorded elsewhere. We thank the Kraemer family for their assistance in documenting and organizing this large collection. Work to repackage and accession the materials is ongoing, with over 155 boxes repackage to date.
The 2021-22 fiscal year continued to be a challenging time for educational and public programming with COVID-19 precautions and lockdowns restricting on-site activities. In August, the Museum's Learning Coordinator resigned, and in November, a Digital Programming and Communications Officer was hired on contract with funding through Ontario Trillium Foundation. The new position honed the digital education programs and oversaw developing and delivering hybrid workshops and events. Most Educational Programming in 2021-22 consisted of digital classroom programs, small-group tours and activities, and take-home activity kits.

"The students were very enthusiastic during the presentation and asked lots of relevant questions. It was great!"
- Grade 3/4 teacher

**ON-SITE TOURS**

The museum has seen an increase in on-site visitors this year with the easing of public health and safety guidelines.

Limited capacity group tours were offered on location at the Museum when circumstances permitted. There were two options: a general tour of an hour for five participants or less, or an educational tour of an hour and a half for ten participants or less that included an activity. These were popular with homeschooling parents.
The museum ran its first Heritage Scavenger Hunt from August 27-September 6! This free event encouraged teams to get out to ten different heritage locations across the city to complete their missions and compete for prizes. Locations ranged from archaeological sites (including the Lawson village) to famous London landmarks like Aeolian Hall. This year’s Grand Prize was a flight for two to any Canadian destination serviced by the sponsor, Flair Airlines.

The 2021 Natural Clay Pottery Course ran for its 4th straight year from August 4 through October 6. Pre-recorded instructional videos prepared for the course were broadcast over Zoom and followed by live Q&A sessions with instructors from the London Clay Arts Center and a guest appearance by Wyandot potter Richard Zane Smith. This year the course went truly international, with participants from the US, Costa Rica, the United Kingdom, and Italy as well as across Canada.
New Experiences

Augmented Reality Exhibit

**Lawson Village**
February 2022 - current
MOA, Exar Studios
Augmented reality comes to the MOA! This exhibit allows visitors to experience aspects of life in the c. 500-year-old Indigenous village known today as the Lawson Site. They can walk through a virtual longhouse and encounter artifacts in their original settings, investigate a midden - before and after it is transformed into an archaeological feature, follow the life of a tree as it is transformed into a longhouse, and experience a birds-eye view of the village as it may have looked 500 years ago, to learn about why people chose this location and how they used the land.

Virtual Exhibit

**The Lawson Site: Lifeways and Landscape**
Launched April 2022

This exhibit, hosted through the Museum’s Google Arts and Culture Gallery, presents contemporary thinking about the 500-year-old Indigenous village located on the museum grounds. Illustrated by artifacts excavated at the site along with updated maps and images to help contextualize what we know about those who lived on these lands and what they experienced. The Arts and Culture exhibits had over 8000 visits last year.

360 Tour

**Behind the Scenes and Lawson Site**
September 2021 - current

Originally prepared for Doors Open, 2021, this 360 tour allows virtual visitors to explore behind the scenes in the Collections and Research wing to learn how and why we care for materials in our care. They can also step out into the grounds of the Lawson Site to learn about the longhouse reconstruction that has recently been dismantled and experience the landscape from a bird’s eye view.
**Ongoing Exhibits**

**Feature Exhibit**

**Who Cares About the Past?**  
**Ontario Archaeology in Practice**  
February 2020 - current  
MOA, Dr. Marie Hoffmann

A look at the contemporary practice of archaeology in Ontario, driven by Cultural Resource Management (CRM). This exhibit examines the who, where, what, why and when of contemporary archaeology, supported by archaeological finds from CRM work carried out by the MOA or deposited into the repository by commercial companies. Maps and photographs give context to the growth of the archaeological industry and illustrate how artifacts travel from field to shelf through all the stages of archaeological documentation. This exhibit is intended to carry the museum forward toward a future revamp of the galleries by providing the public with a more up-to-date understanding of the discipline.

**Virtual Exhibits**

**Artifact Spotlight, Archaeology Spotlight**  
October 2020 – Present

This year, the Artifact Spotlight feature expanded to examine other aspects of archaeological knowledge, including spotlights on features and archaeological technologies. This continues to be a big social media draw!

**Google Arts and Culture Gallery**  
Launched April 2020

This online gallery features high-quality images of collections objects introduced as artifact spotlights. It connects our content to other Google Arts and Culture partners. This year’s most popular object was a white clay pipe excavated by TMHC and now cared for in the museum's collections.

**The Story of Ste. Marie II**  
September 2018 - present  
Curated by Nicole Aszalos, with Dr Ron Williamson and Peter Carruthers

This online exhibit explores the story of the last months of the Wendat and some of their Indigenous allies, along with the Jesuits on Christian Island, based on Wendat oral history and the documentary and archaeological records.
Marketing

Social Media

Museum of Ontario Archaeology
- Facebook: 6,028
- Twitter: 3,496
- Instagram: 1,927

4% Increase
11,221 (2020/2021)

Facebook: 51.6%
Twitter: 29.9%
Instagram: 16.5%
YouTube: 1.9%

Website

Fans
- 11,677: Museum of Ontario Archaeology
- 11,677: @MuseOntArch
- 11,221 (2020/2021)

Reactions
- Facebook: 3.7K

Likes
- Twitter: 1.7K
- Instagram: 6.1K
- Constant Contact: 2.1K
- Constant Contact Open Rate: 50%

Viewers
- YouTube: 8,291

Website Visitors
- 49K: Museum of Ontario Archaeology
- 88.8%: New Visitors
- 1.10 Mins: Avg. Visit Length
- 57.2%: Canadian Visitors
- 22.2%: American Visitors

Growth
- 2.08% Growth: Website Visitors
- 1.02% Growth: New Visitors
- 6.79% Growth: Avg. Visit Length
- 4.55% Growth: Canadian Visitors
- 6.93% Growth: American Visitors

User Devices
- Desktop: 60%
- Phone: 37.5%
- Tablet: 2.5%

Growth
- 1.96% Decrease: Desktop Users
- 5.04% Growth: Phone Users
- 18.3% Decrease: Tablet Users

2020/2021
BOARD OF DIRECTORS
2021-22 Board Directors
Ron Williamson, President
Michael Dove, Vice President
Julia Hoare, Treasurer
Robert Thuot
Peter Carruthers
Matthew McCarthy
Kirsty Robertson
Cody Groat
Dana Poulton
Jonathan Rivard
Sharon Rich
Len Collins
Lisa Small

Ex-officio Director Appointments
Neal Ferris, Lawson Chair of Archaeology
Rhonda Bathurst, Secretary (ED)

STAFF
Core Staff
Rhonda Bathurst, Executive Director
Cindy Barrett, Administrative Officer
Heather Hatch, Collections Manager

TERM STAFF

Ontario Trillium Foundation Grant:
Kristina Buck, Digital Programming & Communications Officer

Western Work-Study:
Beining Zhang
Nousherwan Siddique

Young Canada Works:
Jazmin Beddard, Collections and Interpretation Assistant
Kaitlyn MacDonald, Visitor Engagement Assistant

Other Archaeological Collections & Programming Positions:
Dessa Hayes, Collections and Interpretation Assistant
Jazmin Beddard, Collections and Interpretation Assistant
Kaitlyn MacDonald, Visitor Engagement & Communications Assistant

Canada Summer Jobs:
Dessa Hayes, Museum Objects Cataloguer
Kaitlyn Schatterman, Museum Educator
Diego Cardenas, Camp Kits Counselor
Kaitlyn MacDonald, Museum Co-ordinator
MOA volunteers fulfil multiple roles, including Board Membership, photography, facility maintenance, internships, and co-op placements. This year, COVID once again restricted the number of public events we could have and the number of days we could be operational, but our Volunteers have weathered the challenges along with us, dedicating over 2400 hours of their time. We are so grateful!

MOA Board
Kim Lundberg
Ellen Lundberg
Brad Phillips
Panchala Weerasinge
Liam Lucas
Holly Bogart
Lorelyn Gisle
Brian Hillis

Marie Hoffman
Alexander Santos Martinez
Judy Moore
Jocelyn Catenacci
Cassandra Bax
Guillaume Lescop
Chris Sneden
Gene Timpany
Richard Zane Smith

Co-op Students and Placements
Kristen Lupsor, West Elgin High School
Aiden Anderson, Sir Frederick Banting Secondary School
Cassandra Bax, Fanshawe Photography
Vishalkumar Trivedi, Fanshawe Photography

Curatorial Interns & Placements
Martha Clark, Fleming College
Ana Moyer, UWO Visual Arts
Keely Shaw, UWO Public History
Hannah Greczkowski, Fleming College
Neena Van Duffelen, Centennial College
Johanna Rutherford, Centennial College
Supporters

The MOA benefits significantly from strong community relationships. We are grateful for the financial, resource, and in-kind support from all of our funders, granting agencies, community partners, and local businesses. Our sincere thanks to Canadian Heritage, the Ontario Small Business Support Grant and the Ministry of Heritage, Sport, Tourism and Culture Industries for operational subsidies that helped to sustain MOA operations through the unprecedented challenges of the COVID-19 pandemic, and to Canada Cultural Spaces, the Ontario Trillium Foundation and Southwest Ontario Tourism Adaptation Fund for project and infrastructure support.

CORPORATE, FOUNDATION, COMMUNITY, AND GOVERNMENT FUNDERS

Western University
Department of Canadian Heritage
Canada Summer Jobs
Young Canada Works
Ontario Ministry of Sport, Heritage, Tourism and Culture Industries
Ontario Trillium Foundation
Southwest Ontario Tourism Corporation
Lawson Foundation
Aqueduct Foundation
London Community Foundation
TMHC Inc.
Tourism London
The City of London
London Heritage Council

EVENT SPONSORS & IN-KIND DONORS

Flair Airlines
Anderson Craft Ales
Downtown London
Long & McQuade
Mastermind Toys
Pet Valu Byron
Squeaky Wheel
Tourism London
Kyle Gonyou
Uber Cool Stuff
Pawtters
Zen 'Za Pizza
Upper Thames River Conservation Authority (UTRCA)
Museum London
Eldon House
Dominoes Pizza
Feather Friendly
London Clay Arts Center
Ontario Clay and Glass Association

Funded by the Government of Canada under the Canada Service Corps program