2023 ANNUAL REPORT

Museum of Ontario Archaeology

01 May 2022 - 30 Apr 2023

THE MUSEUM OF ONTARIO ARCHAEOLOGY IS LOCATED ON THE ANCESTRAL TERRITORY OF INDIGENOUS PEOPLES, WHO TODAY INCLUDE THE HAUDENOSAUNEE, ANISHINAABE, AND MUNSEE-DELAWARE 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 MATERIAL HERITAGE FROM ACROSS THE MANY FIRST NATION TERRITORIES NOW CALLED ONTARIO. WE CARE FOR THESE COLLECTIONS AS A PUBLIC REPOSITORY, AND IN TRUST, AND SEEK TO WORK COLLABORATIVELY IN THE STEWARDSHIP, 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.

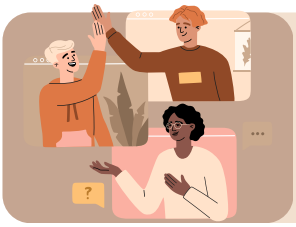
Impact Snapshot

6,100
Visitors

47%
Educational Groups

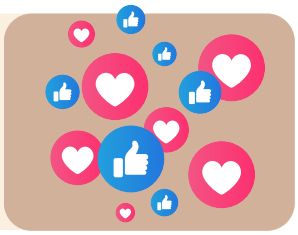
145,650
Website visitors

3,188
Students Educated



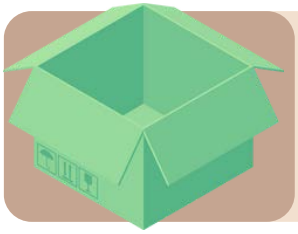
11,671
Virtual Exhibit Visitors

12,000
Social Media Followers



2,600
Volunteer Hours

15
Emerging Professionals Employed & Trained in Transferable Job Skills



9,065
Boxes of Collections

Message from the Chair of the Board

It is my great pleasure to share with you this message as we mark my first year as Board Chair. In that time, we have had fruitful discussions on a variety of matters of enormous importance to the Museum of Ontario Archaeology (MOA). Especially enjoyable for me has been getting to know more about each of our remarkable staff members through many informal conversations held on zoom and even, finally, in person! I appreciate their continued willingness to serve on the Board, presenting excellent ideas and thoughtful concerns. Such creativity, energy, and dedication will be vital to achieving our collective aim of strengthening the MOA's position within the community while securing for it more financial and operational stability. Central to this process is setting a course for both the immediate and long-term future.

In terms of immediate priorities, one of the first orders of business was to strike an ad-hoc steering committee for the Lawson Site. Tasked with the purpose of developing guidelines to inform a long-term stewardship plan for the site, the steering committee is composed of members with expertise ranging from archaeology, education and history, to museums, planning and tourism. We are especially fortunate to have members from the Indigenous community and those from Indigenous Studies programs, for their participation in this process is vital to creating a living, breathing and respectful space. The committee nears the midway point of its work, as we moved from crafting a committee charter and orienting members to the site, to identifying communities and stakeholders, establishing protocols of consultation, and preparing a list of questions for each group that will help guide the future of the Lawson Site.

The summer through fall will be devoted to consulting groups and gathering the findings to assist in determining interpretive and narrative priorities and producing revitalization guidelines for the Lawson Site, all of which ultimately will be prepared for Board consideration.

The MOA's long-term future is guided by our Strategic Plan, which requires review once again, particularly in the aftermath of the pandemic and significant changes to the ways in which museums and sites such as ours are conceived, funded, and protected. A full day retreat was held in May to update the MOA's goals and objectives and to establish new outcomes and actions. We considered our vision, mission, values and strategic priorities, and focused on our strengths, weaknesses and opportunities.

My sincere thanks to our committed Board members, our stellar Executive Director, and keen and dedicated museum staff for assisting me over the past year as I transitioned into this role. I look forward to continuing our work on this path to making the MOA an inclusive, accessible, and respectful space through broadening engagement and representing multiple perspectives, while ensuring our long-term sustainability.

Michael Dove
Board Chair

Lawson Site Steering Committee meeting, April 2023

Message from the Executive Director

As we negotiated the impacts of a second full year of COVID-19 and rolled into a third, the MOA team honed resiliency, adapting to the unprecedented challenges of operating a museum with reduced staff and visiting hours during a pandemic. By the summer of 2022, staff and volunteers had returned their focus to reviving regular services and welcoming new and returning guests. Pandemic relief funding from federal and provincial agencies significantly aided the MOA's recovery efforts and laid the groundwork for future plans.

Provincial relief from the Ontario Trillium Foundation’s Community Building Fund helped to develop digital and hybrid programming that kept us connected to our communities. Federal funding from the Economic Development Agency for Southern Ontario, Canadian Heritage and Library and Archives Canada helped to rehabilitate the museum’s outdoor space, broaden its digital capacity and provide updated infrastructure for the public theatre, classrooms and washroom facilities. The MOA ended its 2023 fiscal year with four core staff, one part-time staff, and had the benefit of working with thirteen other term employees, work-study students and interns over the course of the year.

While school programming continued to return to previous levels, public programming was still facing challenges as traditional museum patrons were more selective about where and how they spent their leisure time. Behaviours have changed due to the health crisis and sociopolitical forces of the past three years, and museums everywhere are revisiting their role within the public fabric. Public engagement remains below pre-pandemic levels and archaeological collections transferred from the commercial industry to the MOA have been in decline. The MOA is adapting by establishing an Indigenous Advisory Circle in 2022 to guide the museum, in parallel with the Board of Directors, about policies and procedures concerning collections and interpretive programming. A Lawson Site Steering Committee was established early in 2023 to guide consultation procedures and solicit community feedback about the provincially registered and federally recognized Lawson heritage site, the 500-year-old Indigenous town under MOA stewardship that once stood on lands adjacent to the museum facility. The MOA continues to listen to and adjust its policies and operations to meet the needs of a modern, somewhat scarred, but enlightened and expectant public.

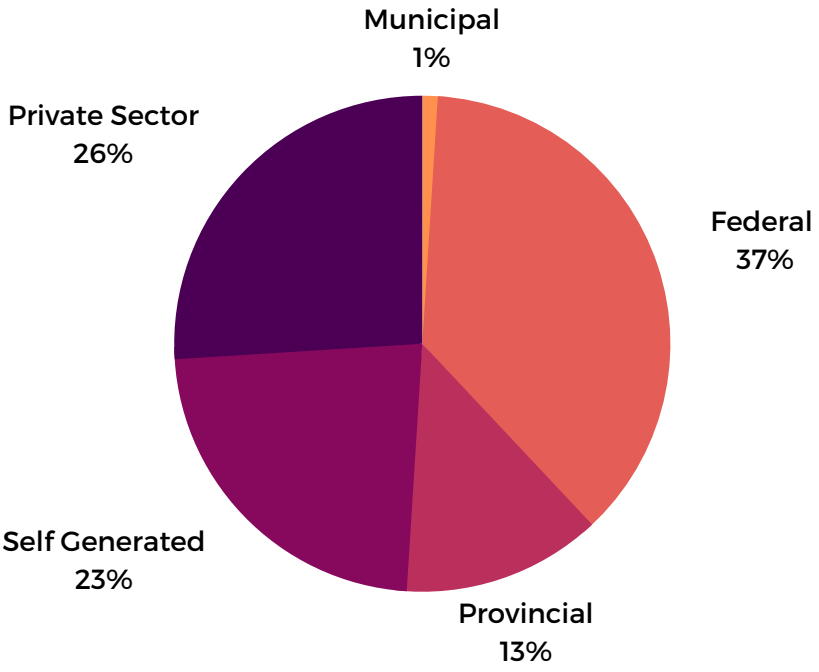
I am fortunate to work with and am very grateful for a small but dedicated team of professionals who have helped to keep the MOA and its services operating and moving forward. I also thank the Board of Directors for their support and strategic guidance and look forward to not having to use the term “unprecedented” again for quite some time!

Rhonda Bathurst
Executive Director

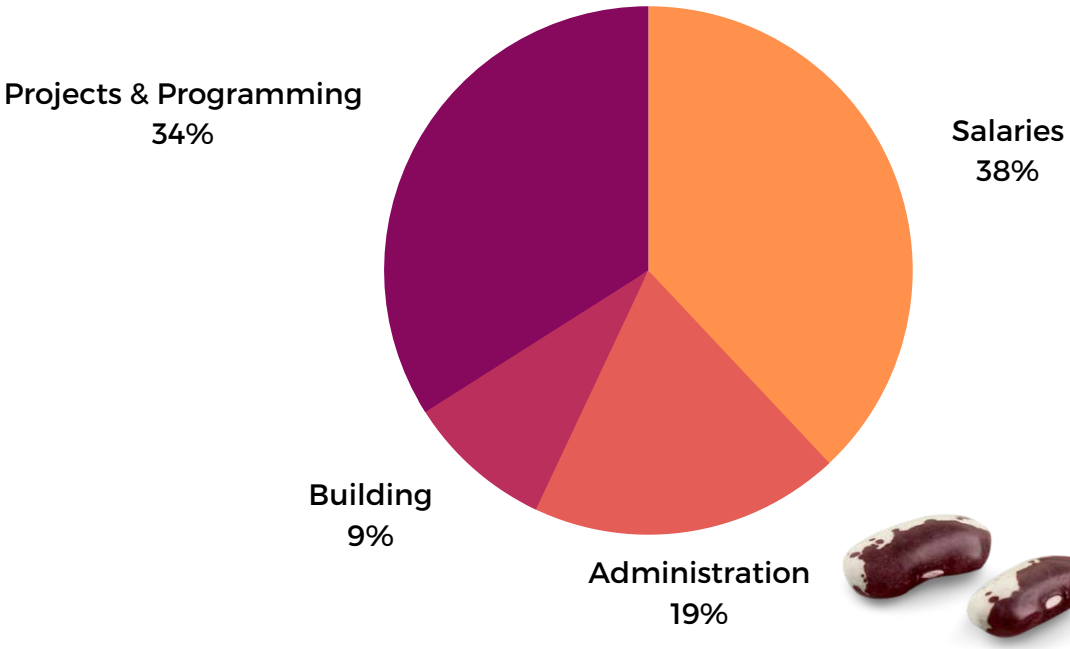
Financial Report

The MOA's financial accounts are divided into three funds: Operating, Capital and Endowment. Combined, these funds provide an overall picture of the financial health of the museum with the total balances at the end of the 2022-23 fiscal year being $6.5 million, $100k less than the previous year. While operating expenses exceeded revenue, the deficit was covered by investments from the endowed funds. Details of the MOA's 2022-2023 accounting can be found in the annual audited financial statement prepared by KPMG, and is available upon request.

Operating Revenue



Operating Expenses



Research & Collaboration

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.

8
Western University
Faculty of Social Science
Dept of Anthropology
Dept of History
Dept. of Undergraduate Research
Dept. of Indigenous Studies
Science Rendezvous
Althouse College

81
Total Collaborations

28
Collaborations with Other Institutions
Fanshawe College
Sir Sanford Fleming College
Toronto Metropolitan University
Frederick Banting High School
AB Lucas High School
London Heritage Council
London Museum Network
Ska Nah Doht
London Heritage Fair Committee
Ontario Archaeological Society
Fusion: the Ontario Clay and Glass Association
Clayworx
Google Arts and Culture
Beyond the Blackboard
Ministry of Tourism, Culture & Sport
Ministry of Citizenship and Multiculturalism
Upper Thames River Conservation Authority
LOLA Bees
Bird Friendly London
Atlohsa Family Healing Services
Archaeological Services Inc.
Timmins Martelle Heritage Consultants
WSP Canada Inc
Archaeological Assessments Inc
Thomas G. Arnold & Associates

44
Researchers Supported
22 Researchers
1 Indigenous Researcher
4 Student Projects
10 General collections inquiries

4
Institutional Loans
Aylmer Museum and Archives
Waterloo Region Museum
Huron-Wendat Museum
Canadian Museum of History

1
Community Access Loan
Kettle and Stony Point First Nation

3
Publications from MOA Research & Collections
1 MA Thesis
2 journal articles

Collections

Sustainable Collections

The MOA holds archaeological collections in trust for the People of Ontario and facilitates access to these objects and their stories via our programming, exhibits, online galleries, database and special research and cultural requests. The museum currently holds **9,065** boxes of archaeological materials, the vast majority of which were collected through licensed archaeological excavations by commercial companies. MOA holdings also include collections held in trust for the Ontario Ministries of Tourism Culture and Sport and Citizenship and Multiculturalism.

9,065
Collections Boxes

59,552
Digitized Records

Collections

Collections have been transferred from:

AECOM
Archaeological Assessments Ltd.
ASI Heritage
D.R. Poulton and Associates Inc.
Golder Associates Ltd.
Thomas G. Arnold and Associates
TMHC
WSP Canada Inc.

50
New Boxes

Collections are held for:

Ministry of Citizenship and Multiculturalism
WSP Canada Inc (prev.Golder)

New collections transferred in 2022-23 from:

WSP Canada Inc.
Thomas Arnold and Associates
Archaeological Assessments Ltd.

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Collections Database

In March 2022, we implemented a new Collections Management System, supported by funding from the Government of Canada. Argus (by Lucidea) replaced the previous Past Perfect system. The new public search portal enabled more research functions and better access to archaeological information. The public portal is accessible on the museum's website. In this first year of use we have seen **4,300** hits to the database.

We are continuing to expand the information available.The focus of the last half of the fiscal year has been on making sure all boxes have been inventoried in the system and site and project information from past collections deposits has been added.

Search Objects

Search Sites

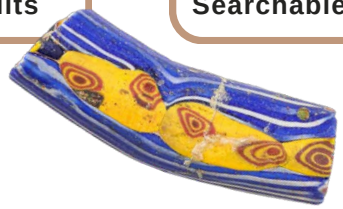
Search Records

LUCIDEA ARGUS.

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

4,300
Portal Hits

4,526
Searchable Sites



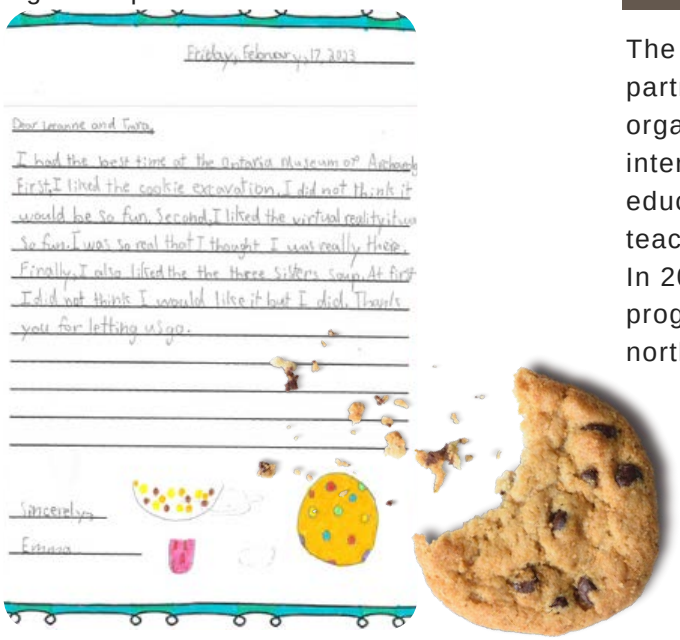
Education Programming

By the beginning of the new fiscal year in May 2022, staff were able to welcome school groups back on-site for field trips as Covid restrictions were lifted and school field trips resumed. In August, a new permanent Public & Education Programmer was hired to lead the MOA's outreach, events and programming. The museum continues to offer Ontario curriculum-based educational programming for Elementary and Secondary students which focuses on archaeological methods and historical thinking concepts.

256
Teachers/ Chaperones

57
School Groups

2870
Students



VIRTUAL EDUCATION PROGRAMS

The MOA was excited tp beomg a new partnership with Connected North - an organization that provides access to live, interactive virtual learning experiences and educational resources for students and teachers in remote Indigenous communities. In 2022, we provided seven virtual education programs to students across Canada, from northern Ontario, Nunavut and BC.

MUSEUM SCHOOL

Museum School returned to the MOA in 2022 starting in mid-September. This program is coordinated by the London Heritage Council, which collaborates with teachers to move their classroom to a museum for a full week of curriculum-based experiential learning. This year the MOA welcomed classes from John Dearness P.S, Cedar Hollow P.S, Hillcrest P.S, W.Sheerwood Fox P.S, and St. Paul Catholic School.

5
Museum Schools

MUSEUM SCHOOL LONDON

Public Programming

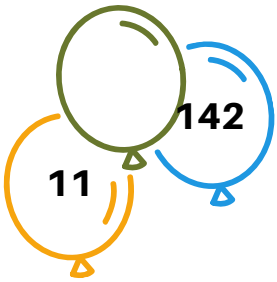
PUBLIC PROGRAMS

By May, the MOA was once again offering on-site programming to groups from private and public oragnizations, such as community groups, day camps, ESL programs and adult programs. Pre-booked guided tours with an activity option were offered throughout the year, with general admission provided during the summer months. Public education programs were delivered to adult and youth groups from a variety of private and public organizations.

51
General Tours

16
Tours & Workshops

15
Public Education Programs



Birthday Participants

Birthday Parties

BIRTHDAY PARTIES

MOA offers three themed party programs for children ages 4-12. The current birthday party themes are Ice Age Adventure, Dig It, and CSI. Each party incorporates activities, crafts, and games designed for a fun celebration.

CHILDREN'S CAMPS

On-site summer day camps returned in 2022, geared towards children ages 8-12. Camps ran for 6 weeks in July and August at reduced capacity (75 campers). Themes included: The Science Behind Archaeology, Zooarchaeology, The Questions for Artifacts, Underwater Archaeology, Adventures in Archaeology, and Nature & Art in Archaeology. A week-long March Break camp was offered in 2023 (30 campers) with a theme of Archaeology Around the World. In total, there were 105 campers who attended MOA camps in 2022/23.

105
Campers

Events & Workshops

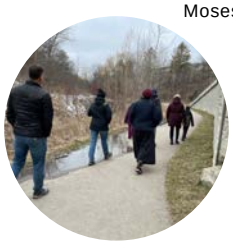
Between May 1, 2022 and April 30, 2023, five events and workshops were hosted, including the Heritage Scavenger Hunt, Doors Open, Paint Night, Family Day, and World Water Day.

The Natural Clay Pottery course ran for its 5th year from August 3rd - October 5th. It was offered in hybrid format to provide inclusive options for participation either in-person or virtually. The 38 participants were led by instructors from Fusion: The Ontario Clay and Glass Association and Clayworx: Ceramic Arts Learning Centre with a special guest appearance by Wyandot potter, Richard Zane Smith.

6 Events

390 Participants

Paint Night led by Moses Lunham



World Water Day walk led by Friends of Medway Creek

Family Day
Spirti Rock Painting with Red George

Heritage Day Scavenger Hunt

Natural Clay Pottery Course

100 Participants

With the success of the first Heritage Scavenger Hunt in 2021, the event was hosted again in 2022 from August 26th to September 5th. This event encouraged the local community to visit ten different locations across the city to complete missions and compete for prizes. Locations ranged from archaeological sites to industrial heritage destinations like the Kellog's Factory. Prizes were donated from generous organizations and businesses around London.

Outreach

OUTREACH

The MOA took part in 11 outreach events in 2022/23. These events included Science Rendezvous at Western University, Solidarity Day, Artifact Day at Ska-Nah-Doht Village and Museum, Amica Senior Home, Celebrating Natural Connections in partnership with Upper Thames River Conservation Authority, Middlesex County Library, Thames Valley Regional Heritage Fair, London City Nature Challenge and Earthfest.

11
Outreach Events

At the Thames Valley Regional Heritage Fair in April, the MOA offered a popular workshop that had grade 8 students identify animal bones to learn a little about Zooarchaeology.

The City Nature Challenge is an international effort by citizen-scientists to find and document plants, animals and fungi in cities across the globe on the iNaturalist app. This was the first year that London, Ontario participated in the event. The MOA was a meeting place for families to go on a guided nature walk in Medway Heritage Valley Forest and try the museum's AG tour along the Miggsie Lawson Trail.

We have been partnering with the Upper Thames River Conservation Authority in three of their "Celebrating Natural Connections" events, designed to celebrate and commemorate the City of London's natural spaces, which have become became so important for physical and mental health during - and recovering from - the pandemic.

What's New

Website Revamp

2022-2023

Helios Design

The MOA website was redesigned and the mobile experience was optimized by the team at Helios with funding from a generous private donor. The redesigned website will launch in the summer of 2023.

COVID Recovery Funding Projects

- **Canada Cultural Spaces** funded touchless washroom renovations, safter theatre and classroom infrastructure and the establishment of an outdoor teaching space.
- **Ontario Trillium Foundation** funded a digital programming specialist, the development of remote teaching programs that established a new relationship with Connected North, and revived our summer programming.
- **Ontario's Southwest Tourism Relief Fund** renovated the outdoor spaces, established welcoming landscaping at the main entrance and new wayfinding signage.

Augmented Reality Tours

Lawson Village & Medway Valley (Miggsie Lawson Trail)

Fall 2022

Exar Studios, developer

Explore history in your hands with our Augmented Reality experiences on the Lawson Site and along the Miggsie Lawson Trail in Medway Valley.

Funded by the Lawson Foundation's Miggsie Lawson Fund

Relationships

LOLA Bees
Bird Friendly London
Fusion: Ontario Clay and Glass Association
Clayworx
Ontario Archaeological Society

Exhibits

Feature Exhibit

Who Cares About the Past?
Ontario Archaeology in Practice

MOA, Dr. Marie Hoffmann

Google Arts & Culture

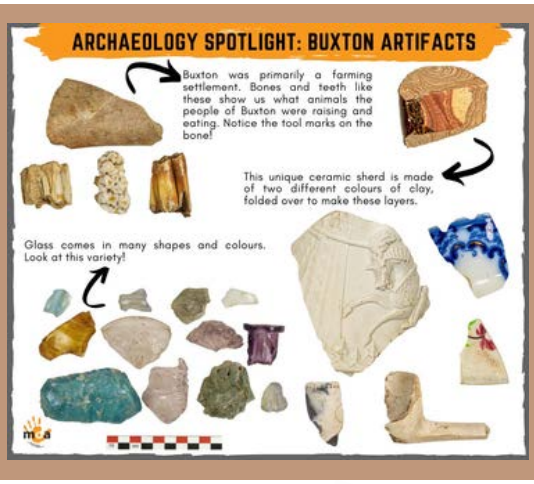
This exhibit examines the *who, where, what, why* and *when* of contemporary archaeology, supported by archaeological finds from commercial work within the province. Maps and photographs give context to the growth of the archaeological industry and illustrate how artifacts travel from field to shelf through all the stages of archaeological documentation. There is a complementary exhibit on the museum's Google Arts & Culture page that provides more information about several of the objects that are on display in the gallery.

Virtual Exhibits

Archaeology Spotlight

Social Media feeds (Facebook, Instagram & Twitter)

The *Archaeology Spotlight* features aspects of archaeological knowledge, including spotlights on artifacts, features, archaeological methodologies and news.



Google Arts & Culture

Google Arts and Culture

MOA's Google galleries feature high-resolution images of objects from the collections. It connects MOA content to other Google A&C partners. This year's most popular objects were Dr. A Boschee's German Syrup and a white Clay Pipe.

Digital Museums Canada

The Story of Ste. Marie II

This online exhibit explores the story of the Wendat and Jesuit experience on Christian Island, based on Wendat oral history and the documentary and archaeological records.

Website & Social Media

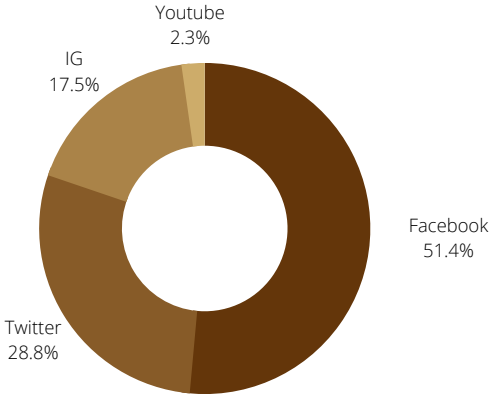
The past few years have shown the importance of connecting with with the public through digital communications. Being able to form and maintain connections through social media has been an invaluable benefit for the museum. Followers across Canada and the USA have actively engaged with the MOA's social media and web pages.

Social Media

11,960 Fans

Followers

- Museum of Ontario Archaeology — 6,153
- @MuseOntArch — 3,441
- @MuseOntArch — 2,096
- Museum of Ontario Archaeology — 270



2K Facebook Reactions

745 Twitter Likes

2.3K Instagram Likes

2,045 Constant Contact Subscribers

46% Constant Contact Open Rate

8,291 Youtube Views

Website

56.3K Website Visitors

87.8% New Website Visitors

1.17 Mins Average Visit Length

30,883 Canadian Visitors

13,004 American Visitors

56% Desktop Users

42% Phone Users

2% Tablet Users

Board & Staff

BOARD OF DIRECTORS

Michael Dove, Chair
Julia Hoare, Treasurer
Robert Thuot
Matthew McCarthy
Kirsty Robertson
Cody Groat
Dana Poulton
Jonathan Rivard
Len Collins
Lisa Small
Melissa McInerney
Martin Cooper
Alexis Dunlop

15
Directors

Ex-officio Director Appointments

Neal Ferris, Lawson Chair of Canadian Archaeology
Rhonda Bathurst, President

STAFF

5
Staff

Core Staff

Rhonda Bathurst, Executive Director
Cindy Barrett, Administrative Officer
Heather Hatch, Collections Manager
Leeanne Doxtator, Public & Education Programmer

Part-time/Contract Staff

Kaitlyn MacDonald, Communications Officer

16
Term Staff

TERM STAFF

Ontario Trillium Foundation Grant:
Digital Programming & Communications Officer
Kristina Buck (Nov. 2022 - Aug. 2023)
Jazmin Beddard (Sep 2023 - Dec 2023)

Ontario Trillium Foundation / Fondation Trillium de l'Ontario
An agency of the Government of Ontario / Un organisme du gouvernement de l'Ontario

Young Canada Works:
Tara Jacklin
Kendra Antsey
Ana Moyer

JCT YCW
Jeunesse Canada au travail
Young Canada Works

Canada Summer Jobs:
Lilla Lengyal
Samantha Albanese
Colin Hayes
Carina Pagotto

This project has been made possible by the Government of Canada. Ce projet a été rendu possible grâce au gouvernement du Canada.
Canada

Ontario Summer Experience Program:
Haley Hammond

Ontario

Western Work-Study:
Omar Shahin
Kennedy Edgar
Isla Olcay
Beining Zhang

Western University · Canada

YMCA Summer Work Student Exchange Program:
Anh-Thi Gian

Other Staff Positions:
Dessa Hayes

moa

Volunteers

MOA volunteers fulfill multiple roles, including Board Membership, photography, facility maintenance, internships, and co-op placements. This year, as we took significant strides towards recovery from the pandemic, we were delighted to continue to welcome back our regular volunteers, as well as a few new ones. We thank them so much for generously sharing over 2600 hours of their time with us this year!

40 Volunteers

2600 Hours of Service

MOA Board
Kim Lundberg
Ellen Lundberg
Brad Phillips
Brian Hillis
Chris Sneden
Gene Timpany
Richard Zane Smith
Panchala Werasinghe
Guillaume Lescop
Marie Hoffman

Judy Moore
Jocelyn Catenacci
Jason Grigor Salas
Lily Green
Jessica Stutz
Olga Collins
Aditi Prasad
Lily Walker
Helena Barnett
Melody Weaver
Ariana Weaver

Co-op Students and Placements

Jeremy Roussey, Fanshawe Photography
Azale Verceles, Fanshawe Photography
Aiden Anderson, Sir Frederick Banting Secondary School
Flynn Vipond, AB Lucas High School

Interns & Placements

Katherine Mackenzie Bodnar, UWO Public History
Jessica Hugh, UWO Public History
Johanna Rutherford, Centennial College
Amina Yusuf, UWO Department of Undergraduate Research
Madison King, Sir Sanford Fleming

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.

GOVERNMENT, FOUNDATION AND CORPORATE FUNDERS

Canada:

- Recovery Fund for Heritage Organizations (Canadian Heritage)
- Ontario's Southwest Tourism Relief Fund (through the Federal Economic Development Agency for Southern Ontario)
- Celebrate Canada (with the London Heritage Council)
- Young Canada Works (Canadian Heritage)
- Canada Summer Jobs (Employment and Social Development Canada)
- Documentary Heritage Communities Program (Library and Archives Canada)

Ontario:

- Community Museum Operating Grant (MTCS)
- Ontario Summer Experience Program

Municipal:

- The City of London Core Grant (Culture Office)

Foundations & Corporations:

- Western University
- Enbridge Gas Fueling Future
- Aqueduct Foundation

EVENT SPONSORS, SUPPORTERS & IN-KIND DONORS

Timmins Martelle Heritage Consultants (TMHC)
ASI Heritage
Canadian Medical Hall of Fame
Museum London
Eldon House
Fanshawe Pioneer Village
London's Children's Museum
Storybook Gardens
Early Rise Cafe
Uber Cool Stuff
Covent Garden Market
Trapdoor London
Hunter's Rocks
Play Away Indoor Park
Fun Villa
Junction Climbing
Antler River Archery
Theodore Michalos
Private donors

Funded by the Government of Canada under the Canada Service Corps program | Canada
Ontario's SouthWest Shaped by nature
Ontario Trillium Foundation / Fondation Trillium de l'Ontario
Western University · Canada
Ontario
London Canada
ENBRIDGE