

Daniel G. Roberts Award for Excellence in Public Historical Archaeology



Archéo-Québec

The Archéo-Québec team from Quebec, Canada. *Left to right:* Sophie Limoges (past president), Annabelle Laliberté (president), Gisèle Piedalue (founding member), David Gagné (vice president), and Nathalie Barbe (coordinator).

Established by the Society for Historical Archaeology (SHA) in 2011 and first presented in 2012, the Daniel G. Roberts Award for Excellence in Public Historical Archaeology for 2014 was presented to Archéo-Québec at the society's annual conference in Quebec City, Canada. Archéo-Québec can be translated as the Québec Archaeology Network, as suggested by its subtitle: "A network dedicated to the presentation of archaeology." This not-for-profit association was founded in 1999 by a group of 30 institutions and professionals wishing to share their love of Quebec archaeology. There are now over 100 members dedicated to the promotion of research on, the conservation of, and education about Quebec's archaeological heritage. The organization has become the hub for those wishing to promote archaeology in the province of Quebec. Members include government departments, educational institutions, municipalities, museums, interpretive sites, park and nature conservancies, First Nations, tourism associations, cultural events, archaeological companies, and numerous professionals in the field of archaeology and from related sciences.

Archéo-Québec has a twofold mission: first, to increase public awareness of the importance of Quebec's archaeological heritage and, second, to encourage networking and partnership with other stakeholders in the cultural tourism field. This is achieved through seven goals: (1) define an overall vision of archaeology in Quebec; (2) promote initiatives showcasing archaeological heritage; (3) promote local archaeological heritage as a component of sustainable development; (4) foster relations with native communities; (5) create original and complementary products encouraging diverse clienteles to discover archaeology and facilitating members in reaching their goals for outreach, visiting, and visibility; (6) facilitate and strengthen relations between Quebec's

archaeological community and other players in the fields of politics, culture, and tourism; and (7) integrate archaeology into the primary- and secondary-school curricula.

Archéo-Québec has developed long-term partnerships with government departments and with several associations and individual professionals. This collaboration is vital to maintaining strategic alliances, enabling the network to pursue its mission to the fullest. Archéo-Québec has successfully worked with agencies at all levels of government, be they federal, provincial, or local. An international partnership exists with Belgium's Archéo-Pass, which was inspired by Archéo-Québec's innovative concept.

Though Archéo-Québec has a series of achievements to its credit, a rapid look at only a few of these is sufficient to gauge the important role it has come to play.

Beginning in 2001 under the label "We Dig Sundays," Archaeology Month has become Archéo-Québec's flagship event. During the entire month of August, more than 50 archaeological sites are the focus of structured activities, guided visits, and talks in the company of archaeologists and associated specialists. Whether one is a novice or a seasoned buff, Archaeology Month offers a wide range of opportunities to enjoy new experiences, get firsthand knowledge of archaeological methods, and see some of the amazing collections of artifacts retrieved from past digs. The activity has grown in popularity from one year to the next and now reaches over 400,000 people.

With its partners, Archéo-Québec has developed Archaeo Tours products, which are particularly appreciated by the cultural tourism industry. These distinctive products encourage new and diverse clienteles to discover archaeology. Each of the products—Archaeonature, Archaeostroll, Archaeodigs, Archaeolearning, and Archaeoguide—must receive Archéo-Québec's accreditation before being released to the public.

In 2012, Archéo-Québec published a practical guide to archaeology for Quebec municipalities. This guide, *Archéologie préventive. Guide pratique à l'intention des municipalités du Québec* (Preventive archaeology. A practical guide for municipalities in Quebec), offers a practical approach to the protection, conservation, and presentation of archaeological heritage resources. It provides local-level managers with advice on how to manage and protect the archaeological resources under their jurisdictions. The guide examines various examples of situations requiring archaeological input and outlines procedures to be followed in each case.

Since 2008 Archéo-Québec has been working on digitizing artifacts from the Place Royale Archaeological Reference Collection, a cultural property recognized by provincial legislation. This project will make one of the world's most important historical archaeological reference collections available to both specialists and the general public alike. Over half of the 14,000 artifacts making up the collection have been scanned and cataloged so far.

Archéo-Québec recently began building an interactive, bilingual web site—Portal to Archaeology. This project will create a better awareness of archaeology in Quebec and create links between the public and professionals. It will educate the public on the importance of protecting archaeological heritage within a sustainable development approach. The portal will also be an important marketing tool promoting partners' products and services.

Archéo-Québec hosts an annual forum where current and prospective members meet to discuss the organization's programs and activities. The workshops cover subjects ranging from visitors' perceptions to new technologies, to emerging trends in the tourist industry. Members who have distinguished themselves throughout past years are awarded Archéo-Québec's signature pin, the "Heart of the St. Lawrence," a reproduction of a brooch found in the shipwreck of the *Elizabeth and Mary*, a vessel that ran aground in 1690 after Louis de Buade de Frontenac repulsed the ill-fated attack on Quebec City by Sir William Phips's fleet of New Englanders.

The SHA congratulates Archéo-Québec for the scope of its public involvement and the degree of interest that the organization has successfully stimulated and maintained over the years. They have truly become the archaeological "Heart of the St. Lawrence," steadfastly navigating that tumultuous river! Were they with us today in body as they are in spirit and in artifact, Phips would no doubt wonder how Archéo-Québec has avoided the shoals where his fleet met its fate. Frontenac would simply be pleased!

Reference

ARCHÉO-QUÉBEC

2012 *Archéologie préventive. Guide pratique à l'intention des municipalités du Québec* (Preventive archaeology. A practical guide for municipalities in Quebec). Archéo-Québec, Montreal, QC.

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