



**UCU LTD**  
LPO BOX 5001  
BRUCE ACT 2617  
ABN: 33 119 755 627

To whom it may concern,

This letter confirms the efforts, dedication and creative contribution that Pat Rose made to the new University of Canberra bar, The Well. From its conception, Pat adopted and ran with the project. He suggested a modern and student appropriate concept, centered on a cinema experience which partnered with the new nearby outdoor cinema.

Pat, a new graduate from the University of Canberra (UC), designed the interior of The Well. He scoped appropriate materials, fabricated all the furniture, bar tops, bar fronts and worked with talented street artists to deliver an inspired and unique interior to The Well.

In addition, Pat was responsible for growing The Well's identity and presence, not only at UC, but also throughout web world and various social media platforms. An important touchstone for The Well's identity is the cute and very recognizable mascot, Orson. With Pat's suggestion, a creative artist was commissioned to invent Orson. Apart from being a hit across the campus with students, Orson became an immediate social media star. He was seen promoting the bar in various guises and became synonymous with everything to do with The Well; special nights, student engagement initiatives and other key events. Moreover, much kudos is attributed to Pat for UC winning 3 awards at the annual Campus Link Conference:

- Most successful creative marketing campaign
- Most successful new refurbished facility/ building
- Most successful digital initiative

Nomination for these categories were open to all universities, big and small, with all awards standing on their own as significant milestones at each participating university.

Furthermore, Pat was responsible for the cocktail and food menu offerings. He designed the delicious cocktails, anointed them with cinema style names and invented novel ways to provide value for money beverages in lolly jars! Pat created the menu for The Well and worked with chefs to deliver a popular hotdog oriented and share platter food offering. The menu catered for the student budget and tastes, and was an immediate hit!

Pat was a key stakeholder in the project management of all aspects of this new and exciting initiative, ranging from interior build to recruitment of solely student based staff to training and induction manuals. We owe a great deal to the energy and inspiration of Pat Rose.

Sincerely,



**Michael Palic**  
**General Manager, Hospitality and Events | UCU Ltd**  
PO Box 5001 Bruce ACT 2601, Australia  
Mobile: 0475 755 883 | [michael.palic@canberra.edu.au](mailto:michael.palic@canberra.edu.au)