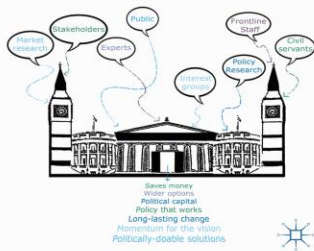


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The Ministry of Public Input

Integrating Citizen Views into Political Leadership

Jennifer Lees-Marshment



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As political leaders accept the limits of their power and knowledge, they seek new forms of public input into government. This, however, raises profound questions as to how we ensure that public input is collected and processed appropriately and what political leaders are supposed to do with that public input. Through interviews with government ministers and practitioners, this study shows how politicians are becoming deliberative political leaders and integrating constructive input from inside and outside government into their decisionmaking. It also argues that we need to develop a permanent government unit to collect, process and communicate ongoing public input, such as a Ministry or Commission of Public Input. By improving public input systems, acknowledging the limits of their own power and knowledge, and devolving solution-finding to others, politicians are able to implement policy development that lasts beyond their time in power. Public input is not irreconcilable with political leadership; instead it is an essential step for any government that wishes to achieve significant and positive change.

Jennifer Lees-Marshment is Associate Professor, School of Social Sciences, Politics and International Relations, University of Auckland, New Zealand. She is author/editor of 12 books, including *The Political Marketing Game* (2011) and *Political Marketing: Principles and Applications* 2nd edition (2014). Her research interests include political marketing, leadership, public input and governance. See: www.lees-marshment.org for further details.

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